35 Cents

30 YEARS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JANUARY 16, 1961

Agencies aren't wild about proposal to cut prices on public affairs program 27

NBC-TV's monthly billings pass CBS-TV's, but latter says it'll bounce back 37

Kennedy's selection for FCC helm: Newton Minow, Adlai Stevenson's law partner . . . 54

FCC-FAA interagency squabble flares anew over tv towers jurisdiction 68

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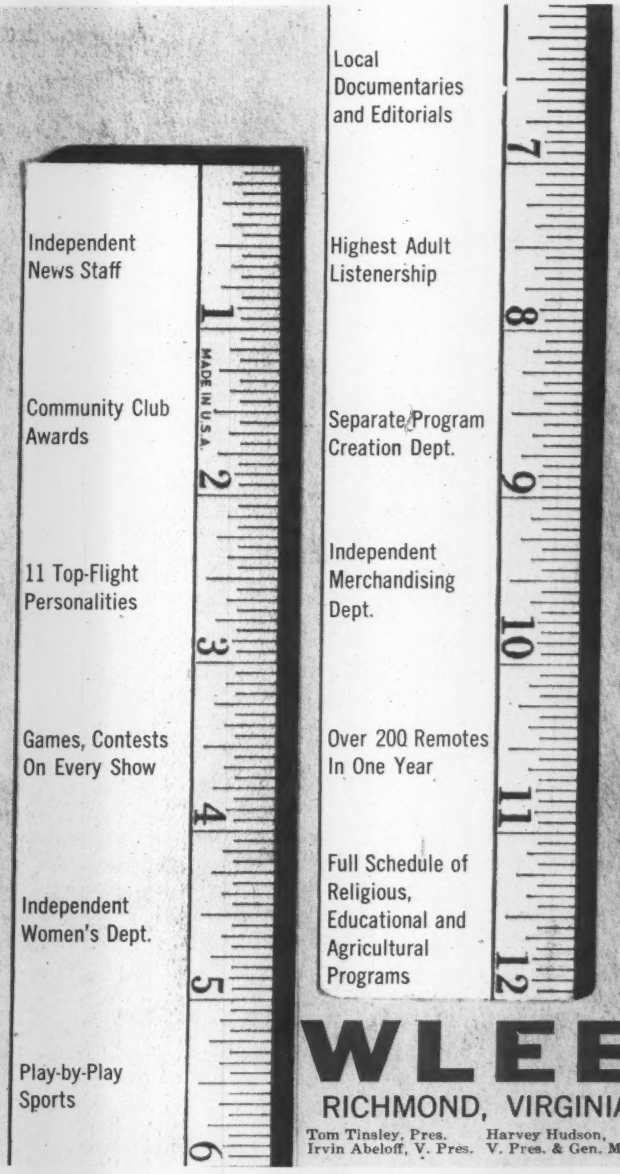

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WLEE rates the big welcome from advertisers who measure results carefully, because these twelve points have made WLEE the greatest selling medium in Richmond and Central Virginia. So . . . give us an inch and we'll put your product out in front by a mile!

And . . . if you use the ratings as a rule,*
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*PULSE, January thru October (latest available), 1960

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KVTV

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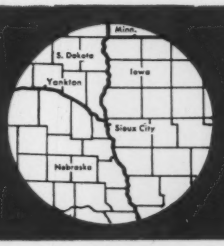
CBS • ABC



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KVTV	. . . Sioux City, Iowa
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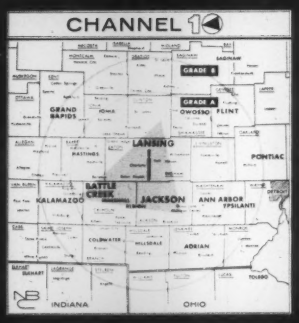

The best shot in outstate Michigan pockets three major markets ranking 11th* in retail sales gives you more Grade A coverage of Central Michigan population and TV households. Nationally, the 26th** market. Your cue to call Venard, Rintoul & McConnell, Inc

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*SRDS Consumer Market Data
**Television Age 100 Top Markets 11/30/59

WILX is associated with **WILS** - Lansing **WPON** - Pontiac

WGAL-TV serves the public interest

College of the Air

Now in its eighth consecutive year, this tri-weekly adult-level educational series is designed for classroom use in senior high schools, in colleges, and for home-viewing. Through close cooperation with eight colleges in the Channel 8 coverage area, WGAL-TV offers alert, diversified programming. College of the Air is just one phase of this station's many public service activities.

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Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Nafi Disenchanted?

Is Nafi Corp., which acquired three vhf tv stations during past two years, becoming disenchanted with broadcast operations? Reports were prevalent last week that it is pricing properties possibly in advance of considering possible liquidation of broadcast interests. Stations are KPTV (TV) Portland, Ore. (ABC) which it acquired in July 1959 for $3.75 million; KCOP (TV) Los Angeles, purchased last year in stock exchange based on 1957 purchase price of $4 million, and KTVT (TV) (formerly KFJZ-TV) Fort Worth, purchased last year for $4 million. Additionally, it owns KXYZ Houston.

Nafi's principal interest now is Chris-Craft but it also is engaged in oil production and originally was in automobile accessory field, in which it still is engaged, but on modified basis. Kenyon Brown, well-known broadcaster and now identified with ownership of new Los Angeles Angels, American League team, recently resigned as president of Nafi's broadcast operations (BROADCASTING, *Dec. 12, 1960*).

Outside Piloting

C. Terence Clyne, McCann-Erickson's radio-tv chief, was in Hollywood last week negotiating new co-production deal with Desilu-Culver. If initial negotiation sets deal it'll signal production of pilot for hour-long series to be based on activities of U. S. counter-intelligence during World War II and Korean War. Series would be sold to advertiser in fall. Already in hand are 13 scripts.

Significance of Mr. Clyne's trip west: co-production (co-financing and risk sharing) would be between film producer and McCann-Erickson's M-E Productions which Mr. Clyne also heads. This deal, if set, has explosive potential. For first time in years—and certainly since tv has reached dominance in mass communications—major agency and producer would team in partnership without prior advertiser money or other commitment on tv property. Mr. Clyne for some time has felt advertisers are getting short shrift from networks, has hinted in past M-E might want to produce on its own.

Minow in the Swim

Problems of becoming national figure compounded quickly last week for Newton N. Minow, young Chicago law partner of Adlai Stevenson who is to be new FCC chairman. By Tuesday afternoon he was forced to isolate himself from world, especially well-wishers and newsmen, so he could arrange orderly disposition of seven lawsuits he is handling, plus other legal work. At home, continuous phone calls exhausted Mrs. Minow. One poser: future of his secretary for six years, Roxane Eberlein, who holds Ph.D. degree, speaks French and German. It's tug-of-war with Gov. Stevenson. Does she go with Mr. Minow to FCC or with Gov. Stevenson to United Nations?

Inside stuff

How come federal Prison Director James V. Bennett showed so much savvy in his campaign against Al Capone segments of *The Untouchables* (ABC-TV) as to use threat of opposition to license renewals against 10 stations whose licenses actually are pending renewal (see page 62)? He won't talk, but record shows three former FCC staff lawyers now with Justice Dept.: Richard A. Soloman, former FCC assistant general counsel; Daniel R. Ohlbaum and Henry Geller, both formerly in FCC general counsel's office.

Form Fitting

Subject of special Friday (Jan. 13) meeting at FCC was controversial revision of program renewal forms—subject of several other meetings in recent past (CLOSED CIRCUIT, Dec. 12, 1960). "We jockeyed it around awhile, but we had no agreements," one spokesman said while another thought final draft was all but approved. Several changes were made in staff document as presented to commissioners and it is due to come up again soon with changes.

As now drafted, there is no "typical week" of programming to be reported as now required. It was felt by some that staff instructions were "vague" and left too much liberty to document drafters without specific FCC instruction. Crux of new form will require narrative programming report in license application for renewal.

King Seat?

So great is popularity of FCC Commissioner Charles H. King, whose recess appointment winds up whenever Newton N. Minow's nomination is confirmed, that Democratic observers in Washington are urging his appointment to Republican vacancy on one of other agencies—possibly Federal Trade Commission. Mr. King has made hit, not only with his FCC colleagues but with practitioners and communications people since he accepted interim appointment last July.

Bicks' successor

Who will succeed Robert A. Bicks as antitrust chief of Department of Justice? Among names mentioned are Harold Leventhal, Washington attorney and counsel for Democratic National Committee; Herb Maletz, chief counsel of Rep. Emanuel Celler's (D-N. Y.) House Judiciary Committee, an antitrust expert, and Victor Kramer, Washington attorney, formerly chief deputy in Antitrust Division. Mr. Kramer, however, reportedly is "unavailable" while Mr. Maletz is represented as not actively seeking post but would accept.

Aluminum Co. Budget Boost

Look for Aluminum Co. of America, Pittsburgh, to up its network tv budget next fall. Advertiser, and its agency, Fuller & Smith & Ross, New York, are preparing new program format that will include alternating sponsorship of hour-long program (replacing present weekly half-hour *Alcoa Presents* on ABC-TV, Tuesday) and in addition 8-10 specials during season.

Booraem Echo

Current talk of Madison Ave. confirms that speech made by Hendrik Booraem Jr., Ogilvy, Benson & Mather's broadcast vp, before Radio & Television Executives Society (BROADCASTING, Dec. 5, 1960) didn't fall on deaf ears. Booraem proposal—that advertisers, agencies, stations, networks, NAB and film producers get together on program standards and supervision—is due for consideration at meeting of NAB Television Code Board Feb. 2-3 in Los Angeles (Chairman E. K. Hartenbower of KCMO-TV Kansas City was on RTES platform with Mr. Booraem last month).

No Fish Story

Advertising Federation of America last year was considering idea of surveying advertising's popular image, but project got shelved as AFA with Advertising Assn. of West mounted year-long "let's keep rolling ahead" campaign (see page 38). Now AFA has quietly conducted its own research to "profile" typical ad man. Profile report will be feature of speech before AFA Washington conference Feb. 1 by AFA Chairman James S. Fish, General Mills advertising vp.

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KBTV *1960 National Hall of Fame Award*

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Pall Mall Cigarettes
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5-Day Deodorant
Bissell Carpet Sweeper Co.
Ban Roll-On Deodorant
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Ipana
Vitalis
Viceroy Cigarettes
Kool Cigarettes
Life Cigarettes
Campbell's Franco-American Sauces
Carter Oil Co.
Rise
Arrid
Colorforms
Continental Oil Co.—Conoco
Karo Syrup
DuPont Children's Wear
Friskie's Dog Food
Gaines Burgers
Heart of Oats
Horizon Foods—Italian Casserole
Kool Shake-Kool Aid
General Foods—Minute Sliced Potatoes
Cocoa Puffs
Smiles
Gulf Oil Co.
Poll Parrot Shoes
Kleenex
Airwick
Dove Soap
Praise
Lilt
Liquid Ivory
Oxydol
Secret Deodorant
Spic & Span
Tide
Zest
Duncan Hines Pancake Mix
Quaker Oats Cereals
Ralston Purina
Helena Rubenstein
Sawyers, Inc.
Shick Safety Razor Co.
Selchow-Richter Games
Desert Dri Deodorant
Skelly Oil Co.
Fleischman's Margarine
Blue Bonnet Margarine
Tender Leaf Tea
Supp-Hose
Union Pacific Railroad
Italian Swiss Colony Wines
Anahist
Fizzies
Listerine
Cracker Jack Co.
Max Factor
Flagg Brothers Shoes
Florsheim Shoes
Tang
Theo Hamm Brewing Co.
Hertz Corp.
Hoover Co.
Andrew Jergens Co.
Keystone Camera Co.
Libby-Owens Ford
Duke Cigarettes
Local Loan
Jiffy Popcorn
Butternut Coffee
Mr. Clean
Sta Pine, Inc.
Vick Chemical
Washington State Apple Commission
Western Airlines
Pan American Coffee Bureau
Kent Cigarettes
Newport Cigarettes
Lucky Lager Brewing Co.
Magic Wood
Malt-O-Meal
Marx Toy Co.
Maybelline Co.
Maytag Co.
Alka Seltzer
One-A-Day Vitamins
Chocks
Minute Maid High C
Minute Maid Orange Juice
Mishawaka Rubber
Parliament Cigarettes
Marlboro Cigarettes
National Association of Insurance Agents
Ocean Spray Cranberries
Norelco
Pepto-Bismol
Morton House Foods
Papermate Pens
Peter Paul Candy
Coldene
Fresh
Plan Food Research Corp.
Cheer
Clorox Bleach
Crest
Crisco
Crisco Oil
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Gleem
Jif Peanut Butter
Joy
Rollaids
Dentyne Chewing Gum
Certs
Chef Boy-ar-dee
Bufferin
L-B-Q Cold Tablets
Liquid Bromo Quinine
Kentucky King Cigarettes
Brown Shoe Co.
Carey Salt Co.
Nair
Arrid
Tree Top Apple Juice
Ajax
Palmolive
Colgate Dental Cream
Fab
Wildroot
Morton Pies
Wonder Bread
Profile Bread
Hostess Cake
Special Hostess Cake
Chun King Sales, Inc.
Corning Ware
Cudahy Packing Co.
Ladies Home Journal
Daisy Manufacturing Co.
Dole Hawaiian Pineapple
Regimen
Man Tan
Maryland Club Coffee
El Producto Cigars
Falstaff Brewing Co.
Flav-R-Straws
Folger's Coffee
M & M Candy
Uncle Ben's Rice
Pick-A-Pop
French's Instant Potatoes
General Credit Corp.
General Electric Co.
Alpha Bits
Post Sugar Crisps
Gravy Train
Instant Maxwell House Coffee
Regular Maxwell House Coffee
Oat Flakes
Spanish Rice
Twist
Betty Crocker Cake Mix
GMC Pontiac Division
General Toy Corp.
Gold Medal Candy
Affiliated Publishers, Inc.
Maypo Cereal
Anderson Soup
Hills Bros. Coffee
Ideal Toy Co.
Butternut Bread
International Latex
Jubilee
Stride
Glade
Woolite
Kellogg Co.
Breeze
Lucky Whip
Lipton Tea
Lipton Soup
Coco Wheats
Loma-Linda Ruskets
Kent Cigarettes
Old Gold Cigarettes
Popsicle
Alpine Cigarettes
Phillips Petroleum Co.
Popice
Revlon Living Curl
Top Brass
Salem Cigarettes
Camel Cigarettes
St. Regis Paper Co.
Shulton's Men's Line
Haley's M. O.
Bayer Aspirin
The Texas Co.—Texaco
Timex
Jolly Time Pop Corn
American Sheep Producers Council
Vita Yums
Bourjois Evening in Paris
Trig
Prince Matchibelli
Seaforth
Luster Creme
Vel
Muriel Cigars
Nucoa Margarine

KBTV CHANNEL 9
DENVER, COLORADO

JOHN C. MULLINS, *President* • *Represented by* PETERS, GRIFFIN, WOODWARD, Inc. • JOE HEROLD, *Station*

WEEK IN BRIEF

Television's public affairs programming structure has been under fire since Fairfax Cone, leading agency executive, called for lower pricing by networks in comparison with entertainment programs. Agency row is interested but thus far there are few signs of serious price trouble. See . . .

FLEXIBLE PRICE PLAN BLASTED ... 27

The billing worm has turned at last. NBC-TV, for the first time in several years, has passed CBS-TV in its monthly billings, recording over $25 million in October. This was $2.1 million above the CBS-TV gross. See . . .

TV'S BILLINGS BONANZA ... 37

A new FCC chairman will be named by President Kennedy when he takes office. His name is Newton N. Minow, a member of Adlai Stevenson's law firm in Chicago. His views are delineated in an exclusive BROADCASTING interview. See . . .

MINOW TO HEAD FCC ... 54

The fight's still raging over a sizzling bureaucratic issue—what governmental agency has the last word on how high tv towers can be and where they may be located. FCC should have final decision, broadcasters say. See . . .

WHO'S TV TOWER BOSS? ... 68

ABC means business in its news operations, a fact that was made clear last week when James C. Hagerty, news secretary to President Eisenhower, was officially unveiled as network's news-public affairs vice president. See . . .

ABC-HAGERTY NEWS PLANS ... 40

It'll be tougher in the future for "pay-offs" and strike applications in station applications as a result of new rules adopted by the FCC. These rules conform to amendments added to Communications Act. See . . .

ANOTHER 'PAY-OFF' RULE ... 62

Sindlinger & Co. will start a new nationwide daily tv rating service emphasizing audience quality rather than number of viewers. Rating data will be available only to stations, networks and agencies; quality data will be of help to advertisers, it's claimed. See . . .

IT'S QUALITY THAT COUNTS ... 32

They had an active year in fiscal 1960 at the FCC, according to the Commission's annual report to Congress. It shows there are 668,000 radio stations on the books. See . . .

FCC'S BUSY YEAR ... 66

A leading newscaster and moderator, Edward R. Murrow, has come up with a plan for a national information institute. It would conduct studies in the journalistic field and have private financing behind it. See . . .

HELPING INFORMATION FLOW ... 48

Gov. LeRoy Collins, new president of NAB, gives an insight into his philosophy at federal bar dinner. He plans to be an advocate and in addition will remind broadcasters of their responsibilities as station licensees. See . . .

COLLINS CITES DUAL ROLE ... 50

On Capitol Hill, leading senators and congressmen incline to be hedgy when asked what they think of the Landis Report on what should be done about independent agencies. See . . .

LANDIS STAND: WAIT AND SEE ... 64

Advertising's own effort to improve its public image will get under way Feb. 5, continuing through the year. NAB will take part in arrangements, sending slides and scripts telling broadcasters how to take part in the campaign. See . . .

AD PROMOTION OPENS ... 38

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QUALITY TELEVISION*

SELLS

RICH, RICH

SOUTHERN NEW ENGLAND

QUALITY IN ART IS PORTRAYED BY THIS EIGHTEENTH CENTURY PORCELAIN GROUP, REPRESENTING THE JUDGMENT OF PARIS. MADE IN THE MEISSEN FACTORY, GERMANY, IT IS PART OF THE FABULOUS J. PIERPONT MORGAN COLLECTION WHICH MAY BE SEEN AT THE WADSWORTH ATHENEUM, HARTFORD'S ART MUSEUM.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC TV.

OH YES, WTIC TV PROGRAMS ARE HIGHEST RATED TOO.

WTIC TV 3 HARTFORD, CONNECTICUT

*ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN

Radio participation time limit drafted

First time limits on participating radio programs were proposed Friday by NAB Radio Code Board, winding up two-day meeting in Washington. Programs with multiple sponsorship aren't covered by time standards of present code language.

Detailed recommendations, including 18-minute limit per hour among other restrictions, will go to NAB Radio Board of Directors at Feb. 8 meeting in Palm Springs, Calif. They will not become effective until adopted by radio directors.

Code group reaffirmed its ban on hard liquor advertising, subject of recent controversy centered on liqueur and cordial advertising. Series of alcoholic beverage definitions was adopted, conforming to federal alcohol control laws. Code permits malt beverage and wine advertising but bans distilled spirits, including liqueurs.

Serious concern was voiced by code board over national advertising copy for some motion pictures. Subscribers were urged to screen copy carefully. Subcommittee was named to study procedure and copy acceptance for motion picture advertising. Members are Cecil Woodland, WEJL Scranton, Pa., chairman; Elmo Ellis, WSB Atlanta and Robert B. Jones Jr., WFBR Baltimore.

Board was told number of subscribers to code had reached 1,119 since it was placed on paid subscriber basis last July 1. Code board, headed by Cliff Gill, KEZY Anaheim, Calif., was set up at that time. Other members besides those mentioned who attended Washington meeting were Richard O. Dunning, KHQ Spokane, Wash.; James L. Howe, WIRA Ft. Pierce, Fla.; George J. Volger, KWPC Muscatine, Iowa; Herbert L. Krueger, WTAG Worcester, Mass.; Robert L. Pratt, KGGF Coffeyville, Kan.

Prison head protests 'Untouchables' stations

James V. Bennett, federal director of prisons, Friday asked FCC for permission to appear in opposition to license renewals for nine tv stations which carried second part of Al Capone story on ABC's *The Untouchables*. He took action as he had threatened to do after all stations disregarded his request they not run program (see page 62).

Mr. Bennett also sent communication to Senate and House Commerce Committees, asking for meeting to discuss Capone program, which he alleged maligned federal prison officers by showing some of them in collusion with gangsters.

In second show last Thursday night, ABC issued disclaimer that show intended to reflect on good name of Federal Bureau of Prisons or its personnel. This was done voice over closing credits.

ABC affiliates which are target of Mr. Bennett's ire: WLOF-TV Orlando, WFGA-TV Jacksonville, WPST-TV Miami, and WEAT-TV West Palm Beach, all Florida, and ABC-owned stations in New York, San Francisco, Chicago, Los Angeles and Detroit.

NBC Radio's new clients

NBC Radio sales in past six weeks totaled $3.2 million, of which all but $952,000 was new business. Advertisers and their agencies included: Lever Bros.' Pepsodent Div. (Foote, Cone & Belding); General Motors Corp.'s Buick Div. (McCann-Erickson); Mogen David Wine Corp. (Edward H. Weiss); American Motors (Geyer, Morey, Madden & Ballard); Rolley Co., Sea and Ski Lotion (Foote, Cone & Belding); Kellogg (Leo Burnett); International Minerals & Chemical Corp., Accent seasoning (Needham, Louis & Brorby); Wagner Electric Corp. (Arthur R. Mogge); Readers Digest Assn. (Schwab, Beatty & Porter) and Sinclair Refining Co. (Geyer, Morey, Madden & Ballard).

Rating untouched

Question of whether advance "publicity"—created by protest of James V. Bennett, director of federal prisons (this page)—on second and final installment of Al Capone story on *The Untouchables* on ABC-TV Thursday (Jan. 12), 9:30-10:30 p.m. could boost audience remains standoff.

Arbitron reported Friday that show came in with ratings that were nearly identical with that received for first installment aired week previous. First half hour Arbitron results showed 31.1 rating and 49.2 share of audience; second half, 33.7 rating and 53.6 share of audience. In previous week first part of show received 33.1 rating and 48.5 share; second half, 34.7 rating and 52.3 share of audience.

Members named to Senate Commerce Committee

Same Senators who sat on Commerce Committee in 86th Congress will be on hand when that unit organizes for current session.

As announced by policy committees of respective parties, Commerce Committee members are:

Democrats—Warren G. Magnuson (Wash.) chairman, John O. Pastore (R.I.), A. S. (Mike) Monroney (Okla.), George A. Smathers (Fla.), Strom Thurmond (S.C.), Frank J. Lausche (Ohio), Ralph W. Yarborough (Tex.), Clair Engle (Calif.), E. L. (Bob) Bartlett (Alaska), Vance Hartke (Ind.), and Gale W. McGee (Wyo.).

Republicans—Andrew F. Schoeppel (Kan.), John Marshall Butler (Md.), Norris Cotton (N.H.), Clifford P. Case (N.J.), Thruston B. Morton (Ky.), and Hugh Scott (Pa.).

Tv, fm set growth seen

Despite near saturation in some appliance fields, color tv and fm are areas of great potential for marketing growth, annual convention of National Appliance & Radio-Television Dealers Assn. was told in Chicago Friday by NARTDA board chairman Mort Farr. Ross D. Siragusa, chairman-president Admiral Corp., said 1961 should set all time record in fm set sales with total home radio sales to exceed 11 million. Tv bright spots, he said, are growing consumer interest in higher priced combination sets and color, with color sales expected to exceed 1960 by more than 35 percent.

Rotation plan for spots introduced by CBS-TV

Trend in selling of participations by tv networks got new push Friday with announcement by CBS-TV that it would introduce rotation plan offering one-minute commercials in its late-morning programs (10 a.m. to 12 noon EST, Mon. through Fri.), effective Feb. 13. Change was seen as move to shore up unsteady sales record compiled recently in selling these periods on traditional basis of quarter-hour sponsorships. CBS-TV officials suggested they had been forced into change to meet competitive practices of other networks.

New plan offers commercials in late-morning block at gross price of $3,200 per minute in winter, $2,800 during

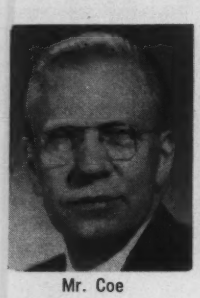
more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Barron

Francis P. (Frank) Barron, general sales manager of WJW-TV Cleveland, appointed general sales manager of new national tv sales organization being formed by Storer Broadcasting Co. New company will handle spot sales for all Storer tv stations (WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WJW-TV Cleveland, WITI-TV Milwaukee) and other outlets. Mr. Barron, who will headquarter in New York, will supervise selling operation of 10 men plus promotion, research and other allied personnel. Mr. Barron has been in broadcasting since 1951 when he joined WJW Radio. He switched to WXEL-TV (now WJW-TV) in 1952 and became local sales manager when station was purchased by Storer.

Jerome R. Feniger, vp in charge of radio and tv programming at Cunningham & Walsh, N. Y., since 1956, named vp for tv. New post covers responsibility for all tv programming operations, account service and business affairs (radio programming has become negligible but is still Mr. Feniger's responsibility, too). Tv executive formerly was account executive with CBS Radio Spot Sales.



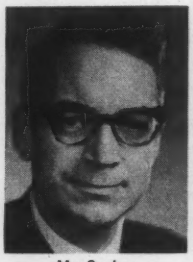
Mr. Coe

Mr. Boland

Mr. Briller

Robert L. Coe, director of stations relations for ABC-TV, elected vp in charge of tv station relations; **Michael F. Boland,** assistant treasurer of ABC, elected vp and assistant treasurer, and **Bert Briller,** ABC-TV director of sales development, elected vp in charge of tv network sales development. Mr. Coe joined ABC-TV in 1955 as regional manager in station relations department and was promoted to director of station relations in January 1960. Earlier he had been director of station relations for now defunct DuMont Television Network. Mr. Boland has been with ABC since 1951 and has served as cost account supervisor, tv budget officer, assistant controller and accounting supervisor. Mr. Briller joined network in April 1953 as copy chief of sales development department and earlier had been reporter-critic for *Variety*.

Robert Carley, vp and account supervisor on Wesson and Snowdrift accounts, elected president of Fitzgerald Adv., New Orleans. Mr. Carley formerly was account executive with Donahue & Coe and Cunningham & Walsh and other agencies, before joining Fitzgerald in 1953. Move was part of major reassignment of agency executives. In other changes **Joseph L. Killeen,** co-founder and president, moves to new post as chairman of board. Four new executive positions also announced are **Roy M. Schwarz,** executive vp, creative; **Howard E. McDonald,** executive vp, operations; **E. W. Rector Wootten** and **Warren Posey** to senior vps. At same time, **Joseph H. Epstein,** chairman of executive committee and executive vp, has resigned, effective Feb. 28.



Mr. Carley

Mr. Killeen

For other personnel changes of the week see FATES & FORTUNES

13-week summer period starting around July 1. These prices are subject to usual discounts, which would not affect compensation of affiliates. Gross price includes $1,000 for program cost, rest for time. Plan permits not more than six one-minute commercials per half-hour; this would figure out half-hour gross of $19,000 (winter) or $16,800 (summer), compared to $52,000 gross per half-hour under present format ($26,000 per quarter-hour).

Plan specifies no minimum buy, but officials said single announcement purchases would be discouraged. Advertiser will be allowed to concentrate his commercials in one show but must rotate or "checkerboard" them among various programs involved. These are as follows, in consecutive half-hour: *December Bride* re-runs, *Video Village, I Love Lucy* re-runs and *Clear Horizon.* Under quarter-hour sponsorship plan they have been running from half to nine-tenths sustaining, but officials said shows immediately following them have good sales record and that there is no plan to extend minute-sales format.

Plan was seen as limited variation of ABC-TV's "Daybreak" sales format, which permits advertisers to scatter their messages throughout entire daytime schedule. ABC-TV authorities said most Daybreak selling is done on basis of seven quarter-hours over 13-week period. Average gross price per minute is put at $2,852, but advertiser gets one bonus minute for every four bought, bringing "effective" average gross cost to $2,282.

Carney sketch killed

NBC last week blue-pencilled comedy sketch about incoming President John F. Kennedy and his wife from script of live *Art Carney Show* coming up tomorrow night (Jan. 17, 10-11 p.m. EST). Network said it does not mind political spoofs and referred to *Bob Hope Show* (Jan. 11, 9-10 p.m. EST). However, it regarded eight-minute White House takeoff in Carney script as bad taste at this time, three days before Kennedy inauguration. Carney comedy show, produced by Talent Assoc. (Herb Sargent is writer), will be sponsored in color by Kitchens of Sara Lee (through Cunningham & Walsh) and U. S. Time (W. B. Doner & Co.).

WGN-AM-TV to new site

Over weekend *Chicago Tribune's* WGN-AM-TV and stations' 350 employes moved from downtown to new $2.5 million plus broadcast center at 2501 Bradley Place on Chicago's North Side. Switch was made without interruption of schedules. New T-shaped two-story center is 10 minutes from downtown agency-advertiser offices. *Tribune's* afternoon *Chicago American* takes over old quarters at 441 N. Michigan. Ward L. Quaal, vice president and general manager of station, said new quarters enable further expansion of color telecasting, with all color on local live shows and more color film shows.

Talk about news!

UPI stations get more news–
world and regional.
Here's the proof.

United Press International (UPI)

NEWS PROGRAMS

STANDARD TIME MONTHS

	PACIFIC STANDARD		MOUNTAIN STANDARD		CENTRAL STANDARD		EASTERN STANDARD	
	Wkdys	Sunday	Wkdys	Sunday	Wkdys	Sunday	Wkdys	Sunday
WORLD IN BRIEF SUMMARIES 5 minutes								
	Over by		Over by		Over by		Over by	
1.	12:30a	12:30a	1:30a	1:30a	2:30a	2:30a	3:30a	3.30a
2.	1:30a	2:30a	2:30a	3:30a	3:30a	4:30a	4:30a	5:30a
3.	3:30a	3:30a	4:30a	4:30a	5:30a	5:30a	6:30a	6:30a
4.	5:30a	5:30a	6:30a	6:30a	7:30a	7:30a	8:30a	8:30a
5.	6:30a	6:30a	7:30a	7:30a	8:30a	8:30a	9:30a	9:30a
6.	8:30a	8:30a	9:30a	9:30a	10:30a	10:30a	11:30a	11:30a
7.	9:30a	9:30a	10:30a	10:30a	11:30a	11:30a	12:30p	12:30p
8.	11:30a	10:30a	12:30p	11:30a	1:30p	12:30p	2:30p	1:30p
9.	12:30p	11:30a	1:30p	12:30p	2:30p	1:30p	3:30p	2:30p
10.	2:30p	12:30p	3:30p	1:30p	4:30p	2:30p	5:30p	3:30p
11.	4:30p	2:30p	5:30p	3:30p	6:30p	4:30p	7:30p	5:30p
12.	5:30p	3:30p	6:30p	4:30p	7:30p	5:30p	8:30p	6:30p
13.	7:30p	4:30p	8:30p	5:30p	9:30p	6:30p	10:30p	7:30p
14.	8:30p	5:30p	9:30p	6:30p	10:30p	7:30p	11:30p	8:30p
15.	9:30p	7:30p	10:30p	8:30p	11:30p	9:30p	12:30a	10:30p
16.	10:30p	8:30p	11:30p	9:30p	12:30a	10:30p	1:30a	11:30p
17.	11:30p	9:30p	12:30a	10:30p	1:30a	11:30p	2:30a	12:30a
18.		10:30p		11:30p		12:30a		1:30a
19.		11:30p		12:30a		1:30a		2:30a
WORLD NEWS ROUNDUPS Five 15-minutes . . . Two 10-minutes								
	Over by		Over by		Over by		Over by	
1.	3:00a	5:00a	4:00a	6:00a	5:00a	7:00a	6:00a	8:00a
2.	5:00a	8:00a	6:00a	9:00a	7:00a	10:00a	8:00a	11:00a
3.	8:00a	2:00p	9:00a	3:00p	10:00a	4.00p	11:00a	5:00p
4.	11:00a	7:00p	12:00n	8:00p	1:00p	9:00p	2:00p	10:00p
5.	2:00p		3:00p		4:00p		5:00p	
6.	4:00p		5:00p		6:00p		7:00p	
7.	7:00p		8:00p		9:00p		10.00p	
HOURLY HEADLINES 1 minute								
	Move every hour, prior to the half hour.							
WEATHER NEWS								
	(All times EST and approximate clearances subject to Weather Bureau movement of official information.)							
	Early Morning Weathervane.....4a							
	Late Afternoon Weathervane.....4p							
	World Weather In Brief.....6a							
	U.S. Weather Bureau alerts on severe weather in any form moved as bulletin matter.							
SPORTS ROUNDUPS 5 minutes								
	Over by		Over by		Over by		Over by	
1.	11:00p	11:00p	12:00m	12:00m	1:00a	1:00a	2:00a	2:00a
2.	7:15a	7:15a	8:15a	8:15a	9:15a	9:15a	10:15a	10:15a
3.	11:30a	11:30a	12:30p	12:30p	1:30p	1:30p	2:30p	2:30p
4.	3:00p	3:00p	4:00p	4:00p	5:00p	5:00p	6:00p	6:00p
5.	6:00p	6:00p	7:00p	7:00p	8:00p	8:00p	9:00p	9:00p
SPORTS AT A GLANCE 1 minute								
	Over by		Over by		Over by		Over by	
1.	9:15a	9:15a	10:15a	10:15a	11:15a	11:15a	12:15p	12:15p
2.	2:55p	2:55p	3:55p	3:55p	4:55p	4:55p	5:55p	5.55p
3.	5:30p	5:30p	6:30p	6:30p	7:30p	7:30p	8:30p	8:30p
4.	8:00p	8:00p	9:00p	9:00p	10:00p	10:00p	11:00p	11:00p
5.	9:00p	9:00p	10:00p	10:00p	11:00p	11:00p	12:00m	12:00m
REGIONAL NEWS PERIODS								

20-minute splits for the sending of regional news are called on the half-hour, with these exceptions:

1. Because of market demands the 10:30A central time split on the west wire from Chicago is of 15 minutes duration. The 3:30P central time split east and west is called for 15 minutes because of roundup and sports demands.

2. Two mid-day splits on the wire east from Chicago have been extended to 25 minutes each, Mondays through Fridays, to permit the sending of more regional news, markets and weather. These splits are the ones called at 11:30A and 12:30P eastern time.

DAYLIGHT SAVING TIME MONTHS

	PACIFIC DAYLIGHT		MOUNTAIN STANDARD		CENTRAL DAYLIGHT		EASTERN DAYLIGHT	
	Wkdys	Sunday	Wkdys	Sunday	Wkdys	Sunday	Wkdys	Sunday
WORLD IN BRIEF SUMMARIES 5 minutes								
	Over by		Over by		Over by		Over by	
1.	12:30a	12:30a	12:30a	12:30a	2:30a	2:30a	3:30a	3.30a
2.	1:30a	2:30a	1:30a	2:30a	3:30a	4:30a	4:30a	5:30a
3.	3:30a	3:30a	3:30a	3:30a	5:30a	5:30a	6:30a	6:30a
4.	5:30a	5:30a	5:30a	5:30a	7:30a	7:30a	8:30a	8:30a
5.	6:30a	6:30a	6:30a	6:30a	8:30a	8:30a	9:30a	9:30a
6.	8:30a	8:30a	8:30a	8:30a	10:30a	10:30a	11:30a	11:30a
7.	9:30a	9:30a	9:30a	9:30a	11:30a	11:30a	12:30p	12:30p
8.	11:30a	10:30a	11:30a	10:30a	1:30p	12:30p	2:30p	1:30p
9.	12:30p	11:30a	12:30p	11:30a	2:30p	1:30p	3:30p	2:30p
10.	2:30p	12:30p	2:30p	12:30p	4:30p	2:30p	5:30p	3:30p
11.	4:30p	2:30p	4:30p	2:30p	6:30p	4:30p	7:30p	5:30p
12.	5:30p	3:30p	5:30p	3:30p	7:30p	5:30p	8:30p	6:30p
13.	7:30p	4:30p	7:30p	4:30p	9:30p	6:30p	10:30p	7:30p
14.	8:30p	5:30p	8:30p	5:30p	10:30p	7:30p	11:30p	8:30p
15.	9:30p	7:30p	9:30p	7:30p	11:30p	9:30p	12:30a	10:30p
16.	10:30p	8:30p	10:30p	8:30p	12:30a	10:30p	1:30a	11:30p
17.	11:30p	9:30p	11:30p	9:30p	1:30a	11:30p	2:30a	12:30a
18.		10:30p		10:30p		12:30a		1:30a
19.		11:30p		11:30p		1:30a		2:30a
WORLD NEWS ROUNDUPS Five 15-minutes . . . Two 10-minutes								
	Over by		Over by		Over by		Over by	
1.	3:00a	5:00a	3:00a	5:00a	5:00a	7:00a	6:00a	8:00a
2.	5:00a	8:00a	5:00a	8:00a	7:00a	10:00a	8:00a	11:00a
3.	8:00a	2:00p	8:00a	2:00p	10:00a	4:00p	11:00a	5:00p
4.	11:00a	7:00p	11:00a	7:00p	1:00p	9:00p	2:00p	10:00p
5.	2:00p		2:00p		4:00p		5:00p	
6.	4:00p		4:00p		6:00p		7:00p	
7.	7:00p		7:00p		9:00p		10:00p	
HOURLY HEADLINES 1 minute								
	Move every hour, prior to the half hour.							
WEATHER NEWS								
	Mid-Morning Weathervane.....11a							
	Late Evening Weathervane.....11p							
	Second World Weather In Brief.....6p							
SPORTS ROUNDUPS 5 minutes								
	Over by		Over by		Over by		Over by	
1.	11:00p	11:00p	11:00p	11:00p	1:00a	1:00a	2:00a	2:00a
2.	7:15a	7:15a	7:15a	7:15a	9:15a	9:15a	10:15a	10:15a
3.	11:30a	11:30a	11:30a	11:30a	1:30p	1:30p	2:30p	2:30p
4.	3:00p	3:00p	3:00p	3:00p	5:00p	5:00p	6:00p	6:00p
5.	6:00p	6:00p	6:00p	6:00p	8:00p	8:00p	9:00p	9:00p
SPORTS AT A GLANCE 1 minute								
	Over by		Over by		Over by		Over by	
1.	9:15a	9:15a	9:15a	9:15a	11:15a	11:15a	12:15p	12:15p
2.	2:55p	2:55p	2:55p	2:55p	4:55p	4:55p	5:55p	5:55p
3.	5:30p	5:30p	5:30p	5:30p	7:30p	7:30p	8:30p	8:30p
4.	8:00p	8:00p	8:00p	8:00p	10:00p	10:00p	11:00p	11:00p
5.	9:00p	9:00p	9:00p	9:00p	11:00p	11:00p	12:00m	12:00m

NEWSFEATURE PROGRAMS

	M	T	W	T	F	S	S	SENT

Next week, let's talk about salable newsfeatures.

Youngsters Love

and you'll love those high, heart-warming OUR GANG ratings!

Fellas, it's been love at first sight...in each and every one of the 75 markets now showing those hearty, hilarious OUR GANG COMEDIES. Stations are happy. We're happy. All in all, a howling success. But take heart—perhaps your market is one of the rapidly dwindling number still available. Check us now. And if not—check us, anyhow! We still may be able to have a heart-to-heart chat about all those memorable M-G-M CARTOONS. Or those rib-tickling, viewer-snatching PETE SMITH SPECIALTIES. Let's talk....

Division of Metro-Goldwyn-Mayer, Inc.

MGM-TV

GET THE FACTS

Straight from the heart!

Maybe all of these outstanding M-G-M Shorts Series are still available in your market.

To get more info in a hurry, check ☑ the shows in which you are interested—then tear out this ad and mail it to M-G-M TV.

☐ **OUR GANG COMEDIES**—rich in laughter and ripe in memories—incomparable!

☐ **M-G-M CARTOONS**—M-G-Masterpieces all—unforgettable! A laugh-a-second.

☐ **PETE SMITH SPECIALTIES**—The happy choice in short comedy material.

☐ **JOHN NESBITT'S PASSING PARADE**—Provocative, stranger-than-fiction yarns.

☐ **CRIME DOES NOT PAY**—Except in TV programming, that is—as these suspenseful chillers have proved.

♥♥♥♥♥♥♥♥♥♥♥♥♥♥♥♥♥♥

M-G-M TV Division of
Metro-Goldwyn-Mayer, Inc.
1540 Broadway, New York 36, N. Y.

NAME_____

POSITION_____

STATION_____

ADDRESS_____

CITY_____ ZONE____

STATE_____

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

JANUARY

Jan. 16.—Comments due on **FCC** rulemaking which would relax multiple-ownership restrictions (exempting less than 5% holdings) for stockholders or corporations with 50 or less stockholders. Replies due Jan. 31.

Jan. 16—Comments due on **FCC** rulemaking which would prohibit the sale of a broadcast station, except in certain instances, where licensee has outlet less than three years. Reply comments due Jan. 26.

*Jan. 17—**Television Bureau of Advertising**, southern showing of "The Progress of Discontent," presentation on advertising's economic significance. DuPont Plaza Hotel, Miami.

*Jan. 17—**Advertising Club of New Jersey**, Hotel Essex House, Newark. Mel Allen is principal luncheon speaker.

*Jan. 17—**Radio & Television Women of Southern California**, monthly meeting, 8:30 p.m., Knickerbocker Hotel, Hollywood. Dr. Frances Horwich ("Ding Dong School's" Miss Frances) will moderate discussion of "What is the Educational Potential of Television?"

Jan. 17—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Robert (Bucky) Buchanan, radio-tv group head of J. Walter Thompson, N. Y., is featured in a case history of Ford's broadcast use. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Jan. 18—Hearing into **FCC** license revocation proceedings against KWK St. Louis to be held in that city.

Jan. 18—**Hollywood Ad Club** in-depth clinic on "Advertising's Responsibility to the Food Broker." D. V. Brown of Brown-Massie & Assoc. will chair the panel discussion. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m.

Jan. 18—**North Carolina AP Broadcasters Assn.** Sir Walter Hotel, Raleigh, N. C.

Jan. 20-22—**Advertising Assn. of the West** mid-winter conference. Pioneer Hotel, Tucson, Ariz. James Proud, president of Advertising Federation of America, will report on plans for Feb. 1 meeting with members of Congress.

Jan. 21-22—**Ninth annual Retail Advertising Conference**, Palmer House, Chicago.

*Jan. 23—Joint luncheon meeting, **Sales-Marketing Executives of Chicago, Chicago Federated Advertising Club** and **American Marketing Assn.** Speaker: Marion Harper Jr., president McCann-Erickson. Sheraton Towers, Grand Ballroom, 12 noon.

Jan. 23—**Hollywood Ad Club** luncheon meeting, Hollywood Roosevelt Hotel. Dr. Sydney Roslow, director, The Pulse Inc., will discuss the latest developments in media research.

Jan. 23-24—**Oklahoma Broadcasters Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting at which FCC Commissioner John S. Cross will be featured speaker.

*Jan. 24—**Washington Advertising Club** and **Sales Executives Club**, 9th annual Business Outlook Conference. Statler Hilton Hotel, Washington, D. C.

Jan. 24—**Academy of Television Arts & Sciences**, Los Angeles Chapter, meeting on foreign films, with top pictures from England, France, Germany, Japan and Latin America being shown to demonstrate what our American product is up against in foreign markets. Beverly Hilton, Beverly Hills, Calif., 8 p.m.

*Jan. 24—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Jan. 24-26—**Georgia Radio & Television Institute**, sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens. Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc.; Arthur Hull Hayes, president of CBS Radio, Harold R. Kreistein, president, Plough Broadcasting Co.; Robert F. Hurleigh, president of MBS, and Norman E. (Pete) Cash, president of TvB, will be among the featured speakers.

Jan. 24-26—**South Carolina Broadcasters Assn.** annual winter convention. Tv and radio workshop sessions, conducted by William Colvin, director of member services, TvB, are planned. NAB Vice President Charles H. Tower will speak. A luncheon for legislators will be held Jan. 25. Rep. William Jennings Bryan Dorn will speak at the banquet that evening. Hotel Columbia, Columbia, S. C.

Jan. 27—**Educational Foundation of American Women in Radio & Television**, board of trustees meeting. Belmont Plaza Hotel, New York City.

Jan. 27-29—**American Women in Radio & Television**, board of directors meeting. Belmont Plaza Hotel, New York City.

Jan. 29-Feb. 3—**American Institute of Electrical Engineers** winter general meeting. Statler-Hilton Hotel, New York.

Jan. 30-Feb. 4—**National Retail Merchants Week** sponsored by 11,500 stores of National Retail Merchants Assn. with slogan, "Retailing Serves America."

*Jan. 31-Feb. 1—**Advertising Federation of America**, annual mid-winter conference for all advertising and congressional reception. Theme will be "Advertising Says: 'Let's Keep America Rolling Ahead'." James M. Landis, special assistant to President-elect Kennedy on regulatory agencies, is among speakers. Congressional reception Feb. 1, 5:30-8 p.m. Statler Hilton Hotel, Washington.

Jan. 31—**American Marketing Assn.**, New York chapter, marketing workshop: questionnaire design in marketing research. Lever House auditorium, New York, 4 p.m.

FEBRUARY

Feb. 1—New deadline for comments on **FCC** proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues. Docket 13,842.

Feb. 1—Deadline for entries in National Safety Council's non-competitive public interest awards to radio-tv and other public information media entries will be accepted for radio-tv stations and networks, advertisers, daily and weekly newspapers, national news services and syndicates, and labor organizations; consumer and trade magazines and outdoor advertising companies. NSC also will administer **Alfred P. Sloan Radio-Tv Awards for Highway Safety** from among recipients of council's public interest awards in radio-tv and advertiser categories. Two new awards of $1,000 each will be presented to producer and writer of radio or tv programs selected from Sloan Award winners. Official blanks may be obtained from the Council at 425 N. Michigan Ave., Chicago, Ill.

Feb. 1-3—**Winter Military Electronics** convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Biltmore Hotel, Los Angeles.

Feb. 2—**Minnesota AP Broadcasters Assn.** Radisson Hotel, Minneapolis.

Feb. 2-3—**NAB Television Code Review Board.** Beverly Hills Hotel, Hollywood.

Feb. 4—**United Press International Broadcasters of Minnesota**, winter meeting. Leamington Hotel, Minneapolis.

Feb. 4—**Directors Guild of America**, annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

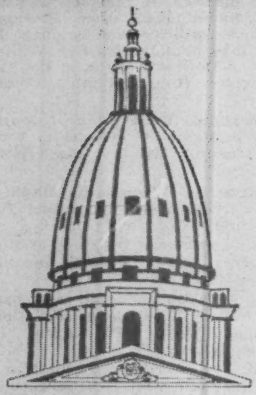
Feb. 5-6—**Texas Assn. of Broadcasters** spring convention. Commodore Perry Hotel, Austin.

Feb. 5-11—**1961 Advertising Week.**

*Feb. 6-7—**U. of Texas** Journalism Seminar, Austin.

IN

LANSING



THE CENTER OF CENTRAL MICHIGAN'S *MULTI-MILLION** *MARKET...*

WILS

5000 WATTS

has been consistently rated

No. 1

by every listener survey for the *past 4 years.*

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

*A $615,846,000.00 market composed of industry, education and state government

(S M - July 10, 1960 - E. B. I.)

BUY

WILS Lansing

. . . the most for your money in the market.

represented by Venard, Rintoul & McConnell 03

Feb. 6-10—NAB Board of Directors winter meeting. El Mirador Hotel, Palm Springs, Calif. Finance committees meet Feb 6; Distinguished Service Award, Membership and Convention Committees Feb. 7; Radio Board Feb. 8; Tv Board Feb. 9; Combined Boards Feb. 10.

Feb. 7—International Broadcast Awards banquet of Hollywood Ad Club. 8 p.m., Moulin Rouge, Hollywood. Awards for outstanding broadcast commercials in international competition will be presented.

Feb. 8—Michigan Assn. of Broadcasters annual legislative dinner honoring all members of the Michigan Legislature, Administrative Board and congressmen from that state; **Feb. 9—MAB** spring convention and business meeting. Jack Tar Hotel, Lansing, Mich.

Feb. 9-11—Mutual Advertising Agency Network initial meeting of 1961. Canterbury Hotel, San Francisco.

***Feb. 11—American Women in Radio & Television** Chicago chapter's fourth annual conference. Drake Hotel. Among speakers: Virginia Graham, tv personality; Carter Davidson, international news analyst, WBBM-TV Chicago; Montez Tjaden, promotion manager of KWTV (TV) Oklahoma City and president-elect of the national AWRT; Frank Hogan, executive editor of *McCall's* magazine, and Sid Bernstein, editor of *Advertising Age.*

Feb. 14-15—Assn. of National Advertisers, cooperative advertising workshop. Hotel Ambassador, Chicago.

Feb. 15—Hollywood Ad Club in-depth clinic on radio sales. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m. Robert Light, president, Southern California Broadcasters Assn. will be chairman.

***Feb. 15**—New deadline for comments on **FCC's** proposal to add ch. 9 to Syracuse and ch. 13 to Rochester, both New York, and other changes to bring this about. Replies due Feb. 27.

Feb. 15-17—Institute of Radio Engineers 1961 international solid-state circuits conference. U. of Pennsylvania and Sheraton Hotel, Philadelphia.

Feb. 18—Western States Advertising Agencies Assn. annual dinner dance. An award will be presented to the "Advertising Citizen of 1960." Venetian Room, Ambassador Hotel, Los Angeles.

***Feb. 22**—Broadcast Board of Governors hearings at Ottawa, Ont.

Feb. 22-23—Sixth annual Conference of Presidents of State Broadcaster Assns. Shoreham Hotel, Washington, D. C.

Feb. 26—Broadcast Pioneers, New York chapter, first of a series of annual salutes to stations. WLW Cincinnati to be honored. 5 p.m., Latin Quarter, New York City. Proceeds will go to the Broadcasters' Foundation Inc.

Feb. 26-Mar. 1—Pacific Electronic Trade Show. Great Western Exhibit Center, Los Angeles (components show).

***Feb. 28—American Marketing Assn.,** New York chapter, marketing workshop: new developments in analysis of marketing research data. Lever House auditorium, New York, 4 p.m.

MARCH

March 3-4—**U. of Oklahoma** annual radio-tv conference and clinic. Norman, Okla.

March 9—**Radio & Television Executives Society of New York** annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

***March 13**—New deadline for filing comments on **FCC** proposed rulemaking concerning requirements for frequency monitors. Replies due March 23.

March 17-18—**Professional Advertising Club of Topeka** workshop and clinic. Washburn U., Topeka, Kan.

March 20-23—**Institute of Radio Engineers** international convention. Waldorf-Astoria, and New York Coliseum, New York City.

***March 20-25**—Third annual short course for newsmen in analysis and reporting of crime news, sponsored by **Northwestern U.'s** schools of journalism (Medill) and law, downtown campus, Chicago.

***March 28—American Marketing Assn.,** New York Chapter, marketing workshop: Report writing for management reading. Lever House auditorium, New York, 4 p.m.

March 30-April 1—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Santa Monica, Calif.

APRIL

April 1—Deadline for entries in the **American Bar Assn.'s Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

April 6-8—**Montana Broadcasters Assn.** annual meeting. Billings, Mont.

***April 10-13—National Premium Buyers** 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. Jayhawk Hotel, Topeka.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

***April 20-21—Pennsylvania AP Broadcasters Assn.** Sheraton Hotel, Philadelphia.

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—**National Assn. of Educational Broadcasters,** Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

***April 25—American Marketing Assn.,** New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26-29—**Institute for Education by Radio-Television,** Deshler-Hilton Hotel, Columbus, Ohio.

MAY

***May 1-31—National Radio Month.**

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 **Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accom-

Advertising Federation of America 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

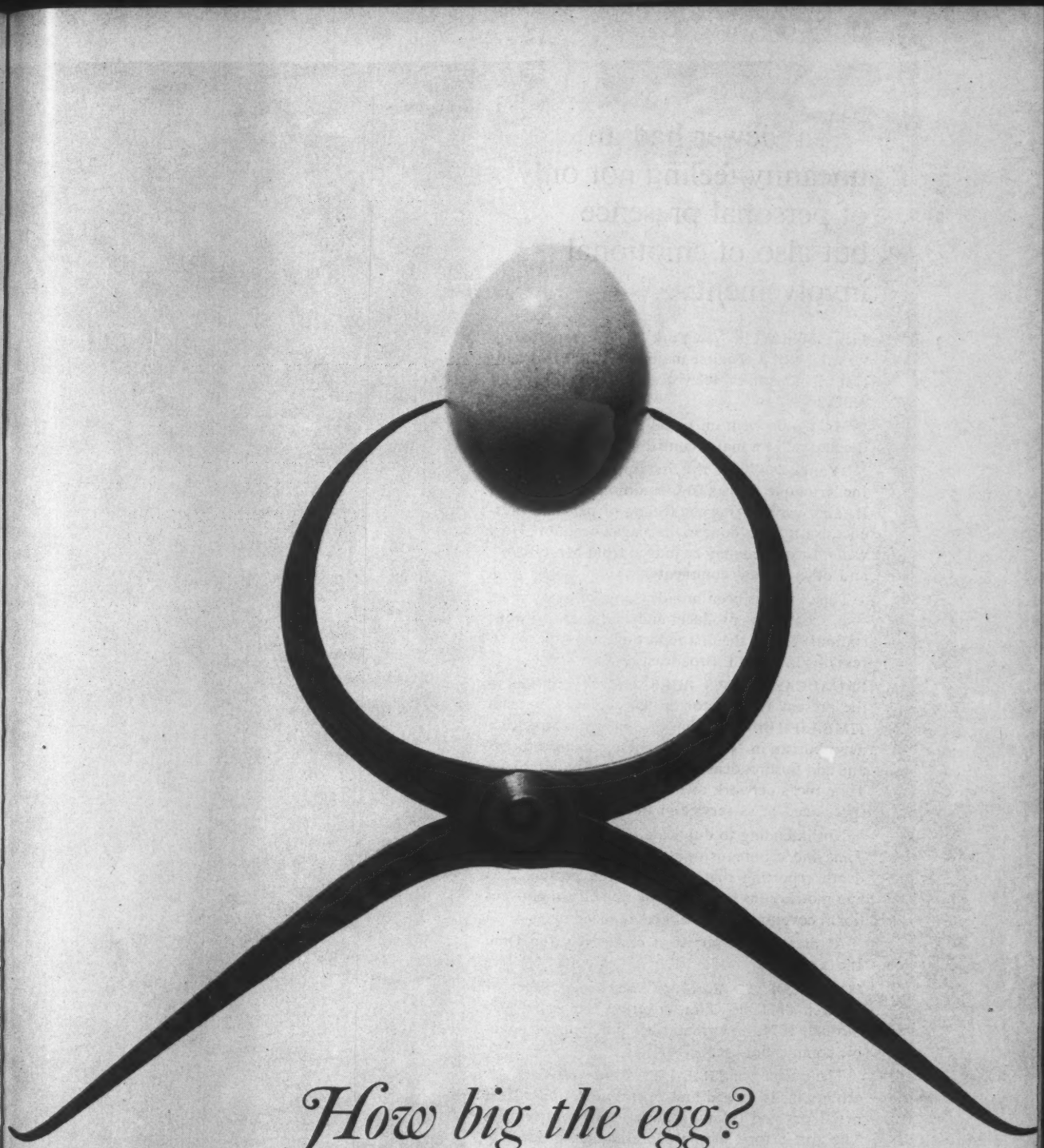
Feb. 1—**AFA** annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D. C.



How big the egg?

Behind the big talent names and audience ratings is many a painful flop. What happened to sales? And even more important, to profits? The answer, all too often, is the commercials. It takes both inspiration and perspiration to make a commercial stand up against a star. We claim no monopoly of either . . . but we *are* proud of the figures on our clients' balance sheets. That's the best rating we know.

The commercial is the payoff. N. W. AYER & SON, INC.

"...a viewer had an uncanny feeling not only of personal presence but also of emotional involvement..."

Jack Gould in The New York Times so reported on "Yanki, No"—the first major TIME-LIFE Broadcast documentary television program, seen on ABC-TV.

Mr. Gould went on to say: "Time Inc. showed it could make a major contribution to television."

"Yanki, No" was the first application of Time Inc.'s unique journalistic tradition to television. Its aim was to bring the feeling of personal presence as LIFE has done in the magazine idiom. How well it succeeded may be judged from Mr. Gould's and other critics' comments.

Time Inc. has been broadcasting for many years —as sponsor, as producer and as operator of four stations. This is the first report on plans and progress of TIME-LIFE Broadcast.

BROADCAST NEWS BUREAUS. In addition to the present Washington broadcast news bureau, TIME-LIFE Broadcast has just opened a broadcast news bureau in New York. These bureaus process and edit for broadcast the stories that pour in from Time Inc.'s network of news bureaus—the largest specialized news service in the world.

Not intending to duplicate other news services, Time Inc.'s bureaus and correspondents provide depth reporting that spotlights the personalities and motivations behind the news—fill out conventional coverage and give it more meaning.

At present this service is exclusively for Time Inc.'s own stations.

MARCH OF TIME. 11 million historic feet of "March of Time" film, covering the years 1935 through 1951, is currently being edited for possible commercial use.

The nucleus of TIME-LIFE Broadcast's activity centers in its owned and operated stations. Here new ideas and techniques are tested and refined. The aim is for exciting and stimulating developments both in local and national broadcasting.

TIME-LIFE
BROADCAST

KLZ-TV—AM Denver **WOOD-TV—AM Grand Rapids**
WFBM-TV—AM-FM Indianapolis **WTCN-TV—AM Minneapolis**

Scene from "Yanki, No." ABC Network Television, December 7, 1960.

A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL ON THIS FIVE-FINGERED TELEVISION QUIZ

Q—*Which television station in the sports-loving Eastern Michigan area has a hammer lock on wrestling shows?*

Q—*How many men are on a baseball team and how many outs are in each inning?*

Q—*Can WNEM-TV sell cars?*

Q—*Two men play five games of chess and each wins five games. How come?*

Q—*Which television station dominates Michigan's second market from 9 am to 12 midnight on Saturdays and Sundays?*

NBC CHANNEL 5 WNEM-TV
serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION — ALL WAYS!

plishments Problems, Opportunities and Skills."

*May 4-6—Western States Advertising Agencies Assn., annual conference. Shelter Island Inn, San Diego, Calif.

May 4-8—American Women in Radio & Television, national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—Brand Names Week.

*May 7-10—NAB annual convention. Sheraton Park and Shoreham Hotels, Washington.

*May 7-12—Society of Motion Picture & Television Engineers, 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."

May 8-10—National Aerospace Electronics Conference, Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

*May 13-14—Illinois News Broadcasters, spring convention. Northwestern U., Evanston.

May 15-27—International Festival of Television Arts & Sciences. Montreux, Switzerland. Schedule includes an international tv equipment trade fair and a contest judging of the best television musical variety program. The fair is being held under patronage of the Swiss Television Authority and the city of Montreux.

May 22-24—National Symposium on Global Communications, Institute of Radio Engineers, N. Y. Hotel Sherman, Chicago.

*May 27-31—Advertising Federation of America, annual convention. Hotel Statler Hilton, Washington, D. C.

JUNE

*June 6—American Marketing Assn., New York chapter, marketing workshop: Management use of marketing research, companies. Lever House auditorium, New York, 4 p.m.

*June 26-28—National Convention on Military Electronics. Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

AUGUST

Aug. 11-12—Texas Associated Press Broadcasters Assn. fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—1961 Western Electric Show & Convention. Cow Palace, San Francisco.

OPEN MIKE ®

Information wanted

EDITOR: I would like to hear from radio or tv stations that are using Citizens Band two-way units in their news departments. Any information as to the success or feasibility of CB two-way units in news coverage would be greatly appreciated.—*Cal Zethmayr, News Director, WLAU Laurel, Miss.*

Fm's future is now

EDITOR: . . . A lot of the am boys discuss fm with the same air as alumni discussing the new freshman. They say, "Five years and fm will be its feet; there will be milk and honey for everyone, but for now, here's how it's done; children, here's the book." Gentlemen, we threw your book away, and the time is now. Fm is here, and fm will finish what good am started. . . .

We program generally to sane, reasonable adults, treating them as people, and with better sound. Their gratitude

A CHANNEL 5 WHIZ

OUR CHANNEL 5 WHIZ IS ROBERT C. MILLER YOUR PETRYMAN IN DALLAS,

A—WNEM-TV, Channel 5, with its popular Motor City Wrestling show, Saturdays at 5:30 pm.

A—Nine men on a team—six outs in each inning (three for each team).

A—It sure can! More than 285 million dollars were spent for cars last year in the rich 25-county area served by WNEM-TV.

A—They weren't playing each other.

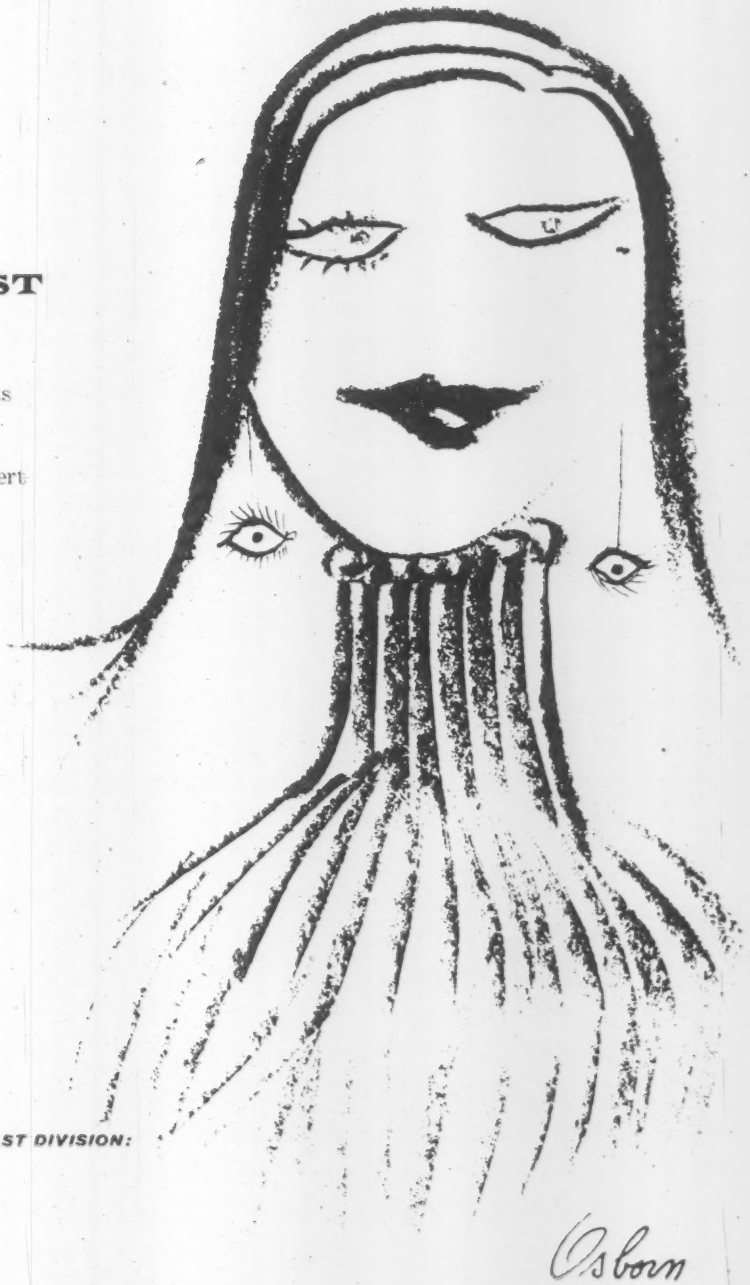
A—WNEM-TV, Channel 5, with a hefty 52.1 Share of Audience ARB Rating, almost out of sight of its nearest competitors' 30.6 and 11.9 ratings.

NBC CHANNEL 5 WNEM-TV
serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION — ALL WAYS!

CAPITAL TYPES #7

RECEPTIONIST

Nearsighted, but too vain
to wear glasses in public. Shouts
"How are you, Agnes?" at
old friends named Howard. Expert
at extending the Small Hello.
Has vetoed more government
propositions than any
congressman alive. Very
receptive to WTOP Radio, the
station *important to people*
in the Greater
Washington area.



WTOP RADIO

Washington, D. C.
Represented by CBS Radio Spot Sales

Operated by
THE WASHINGTON POST BROADCAST DIVISION:

WTOP RADIO *Washington, D. C.*
WTOP-TV *Channel 9, Washington, D. C.*
WJXT *Channel 4, Jacksonville, Florida*

it takes PEOPLE to make THE NEW WCOL Columbus' #1 STATION!

Sure, we're *first* in Columbus — and darned proud of it! And, shown here are the people who make us first in total audience. From 8 a.m. to 6 p.m., Mon.-Fri., WCOL rates first in total audience, *every quarter-hour.* (Pulse, Aug. '60) And, HOOPER tells the same fantastic success story! (Three Month Avg. Report, July-Sept. '60)

COLLIE YOUNG
Vice President & General Manager

WALTER FURNISS
Public Affairs Director

JAY BERLINER
Newscaster

ALLEN JEFFRIES
News Director

LARRY SHOBERG
Reporter

LORRAINE TUSSEY
Reporter

MARV SCOTT
Newscaster

TIMMY BOYER
News

PAUL SCHLEMMER
Reporter

LYNN PARKS
Reporter

JOE PIGGOT
Newscaster

BOB LINVILLE
Air Salesman

STEVE KIRK
Air Salesman

STEVE JOOS
Production Manager

BOB WAY
Operations Director

JACK KAMER
Board Man

ORVILLE PALMER
Board Man

PAUL KEHL
Air Salesman

BILL REYNOLDS
Air Salesman

FARRELL BAILEY
Air Salesman

TIP CARPENTER
Chief Engineer

GENE FERGUSON
Engineer

HAROLD BEARD
Engineer

JOHN OSBORNE
Salesman

DON ROBERTS
Regional Sales

DON BRANDES
Salesman

ROD MacEACHEN
Salesman

MAX FRIEDMAN
Salesman

DAN MINTER
Salesman

HAROLD OLSON
Salesman

BARBARA LITTLEHALE
Director of Sales Development

BOB CRAMER
Nat'l Sales

KENNY DANTER
Merchandising

JACKIE BROWN
Continuity

RANDY WRIGHT
Continuity

PENNY KREMBLAS
Traffic

JAY NOYES
Merchandising

CAROLE FOSTER
Receptionist

DOROTHY HOPKINS
Accounting

MARGE JEFFRIES
Accounting

ALICE DAWLEY
Secretary

THE NEW

WCOL

THE CAPITAL STATION
COLUMBUS 15, OHIO
1230 am 92.3 fm

24-hour-a-day broadcasting

WING, Dayton; WEZE, Boston; WIZE, Springfield, and WKLO, Louisville, are other AIR TRAIL STATIONS

represented by **robert e. eastman & co.,** inc.

. . . shows in our sales, sales of sponsor products and sales of fm sets, even in the grab by you for those fast-going fm bands. We're tired of your "the-audience-is-12-years-old" attitude and we are beating you at your game.

Our station is straight fm, 100 kw, 20 hours a day, three years old, in a major market with a tremendous amount of listeners (7 million in our area). We really had to work, and we aren't even halfway finished.—*Jim Shipley, President's Assistant & General Sales Manager, WSOM (FM) Salem, Ohio.*

Low mileage

EDITOR: I set up a telephone survey following the first full page Shell ad, which ran the night before in the local paper . . . but the ad did not make too much mileage. . . .

We completed 218 phone calls afternoon and evening to get a balance of men and women; 32 had not seen or read the local paper; 79 remembered some gasoline advertisement; 64 (less than a third) connected the name with Shell; 2 persons said they had read some of the copy — *George J. Volger, General Manager, KWPC Muscatine, Iowa.*

Broadcasting's 'Big Brother'

EDITOR: On Jan. 7, Bob Emery, who telecasts his *Big Brother Show* (for children) on WBZ-TV, celebrated his 40th anniversary in broadcasting . . . He has worked for the Yankee, Colonial, Mutual, DuMont and NBC networks. . . .

While rummaging through some old photos with Bob, I came across the enclosed wonderful reproduction from

SCANNING DISC FOR LIGHTING TELEVISION SUBJECT
PHOTO-CELLS FOR PICTURE TRANSMISSION
MICROPHONE FOR VOICE TRANSMISSION

the *Boston Evening American* of Feb. 6, 1930, with the caption designating it as the world's first transmission of sound and living image. The subject: Bob Emery. The sound waves were transmitted by WEEI Boston and the television by W1XAV.—*Joseph A. Ryan, Director of Public Relations, WBZ-TV Boston.*

BROADCASTING PUBLICATIONS INC.

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VICE PRESIDENT ..... MAURY LONG
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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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EDITOR AND PUBLISHER
Sol Taishoff

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office.

Copyright 1961: Broadcasting Publications Inc.

MONDAY MEMO

from BOB COLOMBATTO, Davis, Johnson, Andersen & Colombatto, L.A.

Bandini makes the air earthy in Southern California

One of the most rewarding occupations in advertising, I believe, is a review of the past. It helps bring a sense of proportion and objectivity to what is quite often a career of details that fly by in more or less frantic profusion. That we learn from the past is obvious. Hence it is most refreshing for me to review the broad outlines of what has always been for me a fun-filled and unique success. The Bandini story is proof of the immense power of radio—particularly here in Southern California.

I think this story is worth re-telling because it is a continuing success. It's seven years old, and shows no signs of age on the sales charts. It also shows that a relatively modest budget can still do a big job in spot radio.

A Radio First ▪ One bright morning in September 1954, Los Angeles listeners were jarred out of their breakfast daze by a honey-voiced female who purred, "Bandini is the word for Steer Manure!" Reactions were immediate and intense. Some "loyal" listeners phoned and wrote the station, deploring the bad taste and threatening never to listen to the station again. Others vowed never to use Bandini products again.

At this point the client was becoming understandably nervous. Then a curious thing happened: Bandini folks started hearing good things about their "sexy" steer manure. Phone calls and letters applauded the good humor, newspaper columnists and radio personalities started quoting the spot, high school and college kids picked it up, too, and a well-known nightclub comic used it as part of his routine. Dealers were kidded about it and they in turn kidded their customers. While all this was going on, somehow more Bandini steer manure was sold per month than ever in the 27-year history of the company.

Background ▪ The Bandini Fertilizer Co. became a client of the Mayers Co. Inc. (now Davis, Johnson, Andersen & Colombatto Inc.) in 1951. The first few years were profitable by the usual standards of fertilizer advertising and sales. Bandini's advertising approach employed a woman gardening expert who spoke before garden clubs, made appearances at nurseries and gave garden talks over the radio. She had a tv garden show and her picture was featured in four-color newspaper ads.

With wholehearted client approval, the agency launched a new look in fertilizer advertising. The main objective was to acquaint the "casual gardener" with the Bandini name. Spot radio was chosen to carry the load. Reason? Simple: an oft told radio story. Our minutes were as big as anyone else's. Further, we could stack our schedule and get heavy frequency at best times. Finally, we achieved greater creative latitude in radio by appealing to listener imagination.

Walking the Line ▪ "Bandini is the word for Steer Manure" quickly became a catch phrase at cocktail parties and garden centers. Encouraged by the first sweet smell of success, we plunged ahead for several months with a series of "hitchikes," 30-second and 1-minute spots that played whimsically upon entertainment personalities and other comical (we thought) situations.

To put over the idea that Bandini Dichondra Food made dichondra spread faster, we used a 30-second spot that opened with the startling sound of a taut guitar string twanging, followed by a low wolfish whistle and an unbelieving man's exclamation: "Look at that spread!" A highly indignant woman's "I beg your pardon" followed, and we learned quickly how the listeners' imagination can be piqued: Men . . . "ho-ho!" Women . . . "Ugh!" but (secretly) . . . "Titter, titter!"

"You'd never guess . . . I once had Ants in my Plants." This corny punning line was used with "startling success" (to quote the proud client) to introduce a new line of "Insecticide Added" fertilizer. In 30-second and 1-minute radio spots three proper Bostonian ladies confessed embarrassedly that they, too, had been bothered with ants in their plants until they had discovered Bandini Gro-Rite with Insecticide —Added. Result: Another success and another inch to our hat bands!

New Product . . . Radio Only ▪ In the spring of 1958 we really gave spot radio the acid test. And it was almost our undoing. We introduced a new product, Plush, in a bright purple bag, with a 30-second jingle. It was the day of the sack dress and chemise fad. The Plush jingle announced a "a brand new sack—not a chemise—a brand new sack for your lawns, if you please." We found a girl to caress the vocal and interspersed the entire jingle with sounds of French auto horns. The client gave us two weeks to keep it on the air. But once again, just as the deadline appeared, the first sales returns came in. Saved by a sales graph.

With Plush we learned that sound alikes can be beneficial to a promotion. The salesmen and dealers began joking with each other about the possibility of changing the product name to Flush. We couldn't have pre-planned and purchased this very beneficial word-of-mouth aid. I'm convinced it wouldn't have occurred except by the use of sound—without sight—radio.

For two years, now, Plush has been promoted almost exclusively on radio. Today it is the number one selling dichondra food in this 10-county market —the largest single lawn and garden market in the nation. Reason: it's an excellent product and uses an excellent medium of communication.

Results ▪ That Bandini's radio efforts have been remarkably successful is a matter of record. In the continuing home audit of the *Los Angeles Times* Bandini has led the lists in steer manure and all types of commercial or dry fertilizers, since the fall of 1954. Another measure of the value of radio to this industry in this market is that today all major manufacturers—Bandini's competitors—use spot radio to a good degree in their consumer advertising.

Robert Joseph Colombatto, DJA&C radio-tv vp, is a graduate of the U. of California with a B.S. in accounting. He found actual accounting a far cry from the theory and switched to sales. He joined Mayers in 1953, doing contact and copy, and continued creative-service work for Cunningam & Walsh in 1957-1958 when Mayers merged and emerged. In 1959 he helped form Davis, Johnson, Andersen & Colombatto Inc. through purchase of Mayers. Billings since have tripled.

What's Fargo got that Stamford ain't got?

Fargo has got higher retail-sales-per-household, that's what Fargo's got that Stamford (Connecticut) ain't got!*

And a *whale* of a lot more families of course listen to *both* WDAY Radio and WDAY-TV than live in or near Stamford.

All of which is just to say — us Red River Valley hayseeds spend just about the same money as you wheels who work in New York (or Chicago), and we spend it on pretty much the same things as you do. Except we don't have to buy those commutation tickets, of course!

Ask PGW for *all* the facts!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

******According to BOTH SRDS and Sales Management, Fall, 1960.*

VIDEO TAPE is the shape of QUALITY TV commercials TODAY

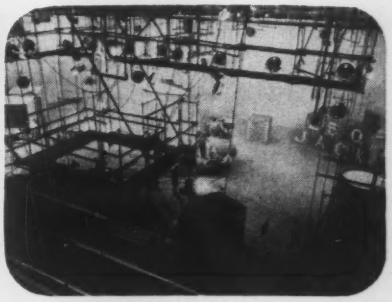
The tremendous impact of the tape revolution on the creation, production and economics of TV is being felt increasingly in all areas—from network and spot commercials to dramatic shows and other programming, at both national and local levels. Here, on the next page, are some of the pleasantly surprising things you can expect when you turn to tape to shoot your next commercials . . .

6 proved ways "SCOTCH" BRAND LIVE-ACTION VIDEO TAPE

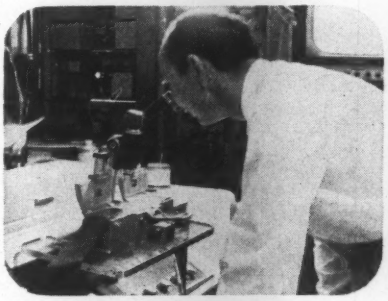
brings new quality and savings to your TV commercials!

The picture "lives" on "SCOTCH" BRAND Video Tape . . . says to the viewer, "It's happening right now!" The extraordinary visual presence of video tape, its real authenticity of sounds, provide a new dimension of believability to commercial or show.

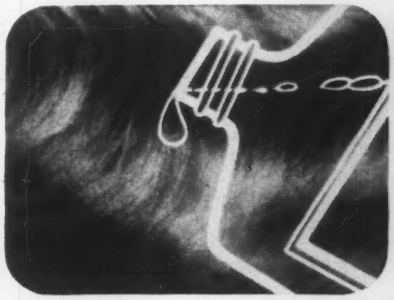
Immediate playback—in a matter of seconds—tells the producer, director, performers, camera crew whether this "take" is the one to keep, or whether a second will add worthwhile values of lighting, focus, pacing and delivery. No processing wait.



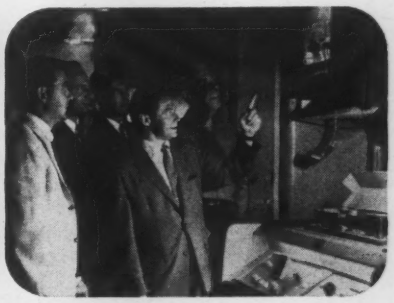
Tape saves days because of the uninterrupted work schedules it makes possible. You complete assignments in less time, then go on to the next without the distraction of unfinished business. It helps schedule talent, studios, crews efficiently.



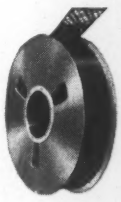
Fast editing is a video tape feature. Its amazing flexibility lets you make last-minute changes. Sight or sound tracks can be erased and redone speedily. New scenes can be inserted and complete rearrangement of elements effected at the last moment.



Special effects machines used in video tape recording make possible an unlimited selection of effects. Wipes, match dissolves, pixie and giant people, combination of animated cartoons and live-action people, zooms, supers—video tape does them all.



Speeds up approvals. Client approval of commercials can be had the same day taping is made! When tape is the medium, the men who make the client's decision can be on the scene to give their approval when enthusiasm is high. No processing delay!



"SCOTCH" BRAND Video Tape has ushered in a new TV age! Along with audible range and instrumentation tapes, it was originated and pioneered by 3M. And it is through continuing and pioneering research that 3M is known and recognized as world leader in the development, manufacture and distribution of quality magnetic tapes.

Send for: "The Show is on Video Tape," a new booklet of case studies on the taping of network commercials, drama programs, and local "spectaculars." Enclose 25¢ in coin to cover mailing and handling costs. Write 3M Co., Box 3500, St. St. Paul 6, Minnesota.

"SCOTCH" and the plaid design are reg. T.M.'s of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

Spend your time more profitably in North Carolina where WSJS television gives you city grade coverage of more large cities than any other station

WSJS television

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
January 16, 1961 Vol. 60 No. 3

FLEXIBLE TV PRICE PLAN BLASTED

■ Cone proposal stirs up mixed reaction along agency row

■ Critics class many information programs as bargain buys

■ Should value as advertising for network be considered?

The basic price structure of television's mounting volume of public affairs programs appeared last week to have weathered the threat of a potentially disastrous attack on its already shaky foundations.

In the process, however, the possibility of eventual variations on current pricing and selling procedures was foreseen by some tv buyers.

The threat loomed in the form of a suggestion by Fairfax M. Cone, executive committee chairman of Foote, Cone & Belding and one of advertising's most respected practitioners, that the public affairs type of programming should be priced lower than entertainment programming because its audiences are smaller.

Although it was not the first time Mr. Cone and occasionally other agency executives had taken such a tack, and even though he said his hope was to encourage wider sponsorship of information programming in prime viewing hours, the appearance of his statement was accompanied by speculation that it might touch off widespread demands for price concessions.

Support Slight ▪ A survey of other leading agency executives, however, showed that while the statement stirred up a good deal of talk, it did not attract much unequivocal support and even less agitation for acceptance. There was, however, some significant feeling that networks ought to be more realistic and bring their "asking prices" more nearly into line with their "taking prices"—a move which agency authorities did not seem to think would seriously affect the prices that are actually being paid.

The consensus of those queried by BROADCASTING was that—despite the networks' best efforts—the facts of life already have brought information program prices about as low as could reasonably be expected.

These programs, it was pointed out, usually contain a built-in compensation for their comparatively smaller audiences because ordinarily they cost substantially less than entertainment programs to produce and hence are that much less expensive to begin with. On top of that, agency authorities noted that the networks frequently wind up having to cut the price still further in order to make a sale. As one network official quickly agreed: "We're taking a horrible financial beating on these shows already."

As an example of the cost differential between entertainment and information programming, one agency executive estimated that an alternate-week sponsorship of an average half-hour entertainment program in network prime time would cost the advertiser from $3 million to $3.5 million per season, while a comparable public affairs or information program would cost about $1 million less.

The general view that the prices actually being paid can hardly be expected to be reduced further was not entirely unanimous. A few executives went beyond Mr. Cone. Frank Kemp of Compton, for example, thought that information programming is a network responsibility, that the networks should budget such programs as sustainers and consider it "gravy" if they are able to sell them.

Fairfax Cone
. . . his suggestion started it . . .

Some endorsed Mr. Cone's idea without quibble, and at least one, Emil Mogul, president of Mogul, Williams & Saylor, was quoted as having advocated a plan substantially the same as Mr. Cone's almost two years ago.

Present Cuts Sufficient ▪ At the other extreme were those who not only felt that for all practical purposes information program prices already are being cut enough, but also felt that price is far from everything considered. It was pointed out, for instance, that many advertisers have developed healthy sales curves on advertising in which information programming figures prominently. Others stressed that such programming need not necessarily have small audiences and that, in fact, most such shows have respectable audiences and that many reach 9, 10, or 11 million homes regularly.

Reactions to Mr. Cone's statement did include suggestions—from C. Terence Clyne of McCann-Erickson and Richard A. R. Pinkham of Ted Bates & Co., for instance—that the networks ought to go along with Mr. Cone's idea to the extent of formalizing the "discounts" that in current practice are granted after failure to find a buyer at the original offering price. The consensus seemed to be that this would not seriously affect the final price but would eliminate haggling.

Mr. Cone's statement also produced some alternative suggestions, including one from Mr. Cone himself which contained elements of kinship with the so-called "publishing" or "magazine" concept of selling.

As an alternative to pricing public affairs programs on a circulation basis he thought the same objective—more advertisers sponsoring such shows—might be attained if networks would offer "packages" of programs which over the course of the contract would include, say, two information programs. The sponsor's commercials would be rotated among the various shows in the package, including the public affairs offerings. Thus, on at least a limited

FLEXABLE TV PRICE PLAN BLASTED continued

basis, the advertiser would be forced to become an information program sponsor, whether he specifically wanted to or not.

Variation for Purex ▪ Mr. Cone's agency was reported to be working currently on a limited variation of such a plan for Purex. Although details were not available it was understood that FC&B is negotiating with CBS-TV for sponsorships which would include some *CBS Reports* programs along with entertainment programming.

On a long-range basis another possible pricing variation was foreseen by William B. Lewis, board chairman of Kenyon & Eckhardt. He said K&E was making "promising progress" in work on a method of measuring "the qualitative complexion of the audience which habitually views a given type of program." At some future time, he thought, "when logical professional application of facts can be made, perhaps different types of television programs—indeed maybe even different shows within a category—can and should be priced out according to the qualitative and quantitative factors applicable."

Mr. Lewis said he had "long favored introduction of a system of measurement and application of qualitative audience factors in establishing the cost of television program and time."

Here are some of the other viewpoints advanced by other leading agency executives:

C. Terence Clyne, chairman of the board and general manager of M-E Productions, New York, said it was his "understanding" that "the sales of all public information shows has been at a 'discount,'" with price developed according to individual negotiation. He suggested that perhaps the "most constructive thing" the networks could do would be to offer public information shows at an "efficient cost price" and propose a lower card rate for such programs in the first place, rather than set a rate and then "negotiate down" to a much lower rate.

Demand Sets Price ▪ George Polk, vp of tv-radio programming and planning, BBDO, New York, said "pricing in network television is a matter of supply and demand. What is salable at current prices determines whether or not the price is reasonable."

George Polk
"... matter of supply and demand ..."

Alfred L. Hollender
... lower rate plan is "unrealistic ..."

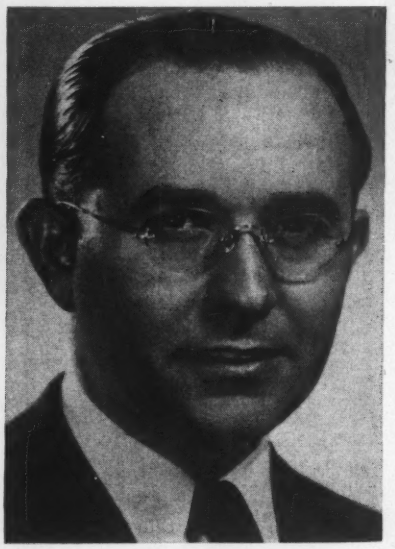
Mr. Polk said that along with cost per thousand it also is necessary to consider the type or extent of responsiveness of the audience reached by public information shows as compared with that of audiences reached by other programs.

BBDO handled *Influential Americans* on CBS-TV for General Electric. Mr. Polk said the agency received phenomenal mail on this one, some 10,000 letters from teachers alone, "yet this program's rating was lower than that gained by the usual *GE Theatre* program."

BBDO-client B. F. Goodrich, at one time a sponsor of information shows, found that the responsiveness of the audience to these programs came in at a greater level than on the average entertainment program. He emphasized, however, that it depends on what the advertiser wants—"some advertisers by the nature of their products and their advertising objectives shouldn't go into public information shows regardless of the cost." BBDO also has handled U. S. Steel public information specials, and, he notes, the U. S. Steels and GEs go into this occasional-type sponsorship in order to influence and to make a "meaningful impression" on the public.

Frank Kemp, executive vp and media director of Compton Adv., New York, said that for most advertisers public affairs and informational-type tv programs are priced higher than mass-entertainment shows. But the price was not his overriding thought about public service programs; rather, he thought it is the tv networks' responsibility to schedule such telecasts without planning on sponsorship:

Allotment Suggested ▪ "I feel that when a network makes up its annual budget for programs, a certain amount should be set aside for a certain number of public service shows. Then, if the network can obtain sponsorship for such shows, that's so much 'gravy' for them. But they should not count on sponsorship for them."



Maxwell Dane
". . . quantity against quality . . ."

Rollo Hunter, vice president and radio-tv director of Erwin Wasey, Ruthrauff & Ryan, New York, held that public affairs programs need to be priced lower than mass-entertainment programs. He said the networks are

developing informational programs that can attract audiences that come close to being "a mass audience," and that some already have achieved this status. He predicted that in the near future, information or such "actuality" telecasts will reach not only the so-called "quality" audience but enough of the public to classify them as "mass" or "near-mass" vehicles. From his own experience, he said he had recommended that a client buy CBS-TV's *Eyewitness to History*. Although the advertiser did not buy the

Jules Bundgus
. . . "multiple package deals" best . . .

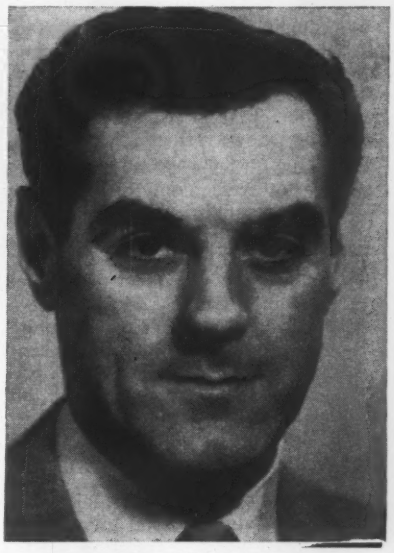
program, Mr. Hunter said he still believed that program would have been "a very good buy."

Alfred L. Hollender, executive vice president and tv-radio director of Grey Adv., commented that it is "unrealistic" to "talk about lower rates for one type of show as compared with another." He explained that for some advertisers, a public service show can provide the needed circulation and for other advertisers, a western may fill the requirements. Mr. Hollender did mention that networks, in the past, have had the tendency to offer such programs at one rate and then lower it when there were "no takers," so that the ultimate price tag was moderate. But he added that there seems to be "more receptivity" to public service programming now and networks probably will hold the line more firmly in the future.

"Great" Idea ▪ Richard A. R. Pinkham, radio and tv vice president of Ted Bates & Co., New York, put his views this way: "Mr. Cone's idea is great. I'm all for it. Of course I don't think anything will ever be done about it but I'm glad it's been mentioned. Certainly I know that if the public affairs shows are hard to sell, after a month their rates come down. That's the way I've always bought them. But why wait? If this was formalized with lower rate cards I would be able to make my move earlier. I could make a firmer commitment.

"I think the quality audience question is less applicable in tv than with newspapers. Quality audiences are only important to certain kinds of sponsors who want to reach a certain kind of audience . . . say, an insurance company. But if my concern is a cigarette company—well, almost everyone smokes and I wouldn't worry about the quality of my audience."

Grant Tinker, vp and director of tv programming for Benton & Bowles, New York, said: "I think Mr. Cone's



Arthur E. Duram
. . . disagrees with the idea . . .

statement is nonsense. What he wants done is already in practice. In almost all cases there is a reduction in rates. The networks have a show that is hard to move and they cut the rate. In some cases they even give it away at no cost. Other times a show is sold for a token rate. The only thing we haven't got is a formal rate card listing the rate reductions. But other than that the networks make the rate changes because that's the only way they can sell a program that doesn't draw a mass audience."

Maxwell Dane, vice president and general manager of Doyle Dane Bernbach, New York: "It's a matter of

Hendrik Booraem Jr.
. . . sees merit on both sides . . .

weighing quantity against quality. Public affairs type shows should not have their rates reduced, for the same reasons *The New York Times* commands a greater rate than *The Daily News*. The *Times* doesn't have the *News* mass circulation but it offers quality. The same thing with *Vogue* and *Harper's* as opposed to mass circulation magazines. This thing shouldn't be weighed by costs per thousand. But of course concessions have been made. A show is hard to sell and right off the rates are cut, but at what point is the line drawn? It is not fair to compare public affairs shows with mass circulation shows on a per thousand basis."

Sees Good Value ▪ Harry G. Ommerle, senior vice president of Sullivan, Stauffer, Colwell & Bayles, New York, thought network public affairs programming is fairly priced and generally a good value. He said that "we have found that networks are willing to make adjustments." He thought that "there will always be a certain number of advertisers who cannot and should not be part of these things," defining these as a company with a product incompatible with the programming or one that cannot afford to spend money without realizing direct sales—"the one that does not have the budget of a corporate-image advertiser."

There is "healthy progress" in the movement of new advertisers into public service, the SSC&B executive asserted. He said he was pleased, too, to see broadened sports programming on the networks (Pall Mall, Rise and other SSC&B clients are sports customers).

Mr. Ommerle did have one com-

FLEXIBLE TV PRICE PLAN BLASTED continued

plaint. He saw a quality gap between "the average entertainment program" and "a *CBS Reports* or an NBC *White Paper*," and said he'd like to see all programming upgraded to the latter level. In their new emphasis on public service, however, he feels the networks are doing a good job.

Sees Overall Picture ▪ Jules Bundgus, vp and radio-tv director of Kastor, Hilton, Chesley, Clifford & Atherton, New York, felt that public affairs programs should have lower rates—as they actually do now, he said, after discounts and "incentives," but he also felt that this will hurt stations and that some of them won't carry the shows because of lowered rates. He suggested that networks should look at the overall picture of programming and offer advertisers multiple tandem buys or "package deals" consisting of both entertainment and public affairs: for example, ABC-TV could offer the *Winston Churchill* series and *77 Sunset Strip*. Using those two shows, he explained, would give the client prestige as well as ratings.

Arthur E. Duram, radio-tv director of Fuller & Smith & Ross, New York, said he disagrees completely with Mr. Cone's idea. He said program cost advantages already offset any rating disadvantage and the client ends up coming out about even. Besides, he added, clients interested in public affairs programming are not so greatly interested in cpm.

Hendrik Booraem Jr., broadcast vice president of Ogilvy, Benson & Mather, New York, saw merit on both sides of the Cone suggestion. Information programming, he said, can be powerful without matching the cost-per-thousand of entertainment. "It seems to me to be unfair," Mr. Booraem declared, "to ask networks to take a loss on public affairs programming simply to achieve a more attractive cost-per-thousand." He illustrated this point with the experience of a former Ogilvy client, Standard Oil of New Jersey. Jersey Standard's experience with *The Play of the Week* in New York and Washington demonstrates, he said, that there are a lot of program values that can't be measured in dollars. (The sponsor last season used its seven-a-week plays on WNTA-TV New York and once a week on WTOP-TV Washington for corporate public-relations advertising and devoted some of its commercial time to play "intermissions.")

Cone Views ▪ On the Cone side of the question, Mr. Booraem thought perhaps there may be justification for a different public-affairs price structure. Networks have a stake in it too, he pointed out. It is part of their responsibility under the law and, in addition, public affairs programming is "advertising" for a network, as he sees it. With many factors working in favor of public-service buying, Mr. Booraem saw a real swing in that direction, powered by advertisers as well as networks. Perhaps the trend would accelerate if networks could offer the shows for less money, he asserted.

George Bolas, vp and director of media, Tatham-Laird, Chicago, thought Mr. Cone's suggestion "sounds like a fine idea. It's a very worthwhile thought. If it could be done, it might encourage better programs." But, he wondered, if network revenues are reduced, "who's going to pay the difference?" He also thought such programs would have to be done more in a framework that would attract the kind of audience an advertiser wants, especially if that audience were smaller.

Jerome R. Feniger, vice president of Cunningham & Walsh, New York, said many fine public affairs shows have been bought cheaply, but that the advertiser has to forego a lot of pre-promotion and build-up advantages when he buys at a last-minute close-out rate. The initial offering price of information shows often tends to discourage the market, he said.

Price, however, is only one part of a complex and sophisticated selling problem which involves much more than arithmetic, Mr. Feniger asserted. In some cases the producer—he cited Irving Gitlin, of NBC, for instance—can enunciate the ideas in a public-service program with more clarity than anyone else. Then again, other producers "couldn't sell you a dollar bill for 95 cents," Mr. Feniger added.

McCann-Erickson revamped

Incorporation of two of major divisions of McCann-Erickson Inc. was announced last week. McCann-Erickson Inc. and McCann-Marschalk Co., parent organization's second domestic agency, has been incorporated as McCann-Marschalk Co. Inc. Parent name of the company changes from McCann-Erickson Inc. to Interpublic Inc., which will provide management and financial guidance and services such as personnel and accounting to affiliate companies. The change is designed to give incorporated companies financial responsibility over their own operations.

Competitors buying Shell's old tv spots

What happened to the many valuable local tv program franchises that Shell Oil Co. gave up throughout the country when the $16 million account went 100% into newspapers?

Half of them immediately were snapped up by competitive oil firms and some of the rest may go there too. So Norman E. (Pete) Cash, president of TvB, reported Tuesday to the Broadcast Advertising Club of Chicago. In fact in most cases, he said, the turnover time to new oil company sponsorship took scarcely a week.

Mr. Cash said that of the 38 Shell franchises in local tv during 1960, 19 were taken over by Shell competitors. TvB research shows 31 other oil firms have expressed interest in the others, he said. Some of those picking up former Shell vehicles include Standard Oil in the Midwest, Sun Oil in the East and Phillips Petroleum in other sections.

Despite Shell's switch to newspapers via its new agency, Ogilvy, Benson & Mather, New York (AT DEADLINE, Nov. 21, 1960), the oil company trend is still for more television, Mr. Cash said. He cited the sales gains made by Texaco last year, noting Texaco's NBC News buys during November. Gulf Oil Corp. has signed a $1 million contract with NBC News too (BROADCASTING, Dec. 12, 5, 1960).

Midwest agency and advertising executives witnessed TvB's newest Cellomatic presentation in Chicago Friday. (Jan. 13) The showing, "The Progress of Discontent," also was made at the annual banquet of the National Appliance and Radio-Television Dealers Assn. there on Saturday (Jan. 14).

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Jan. 5-11 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Jan. 5	**Untouchables** (9:30 p.m.)	ABC-TV	33.9
Fri., Jan. 6	**77 Sunset Strip** (9 p.m.)	ABC-TV	28.0
Sat., Jan. 7	(technical difficulties—no ratings)		
Sun., Jan. 8	**Candid Camera** (10 p.m.)	CBS-TV	27.3
Mon., Jan. 9	**Danny Thomas** (9 p.m.)	CBS-TV	20.3
Tue., Jan. 10	**Garry Moore** (10 p.m.)	CBS-TV	22.1
Wed., Jan. 11	**Bob Hope** (9 p.m.)	NBC-TV	31.6

Copyright 1961 American Research Bureau

PURVEYOR'S PARADISE

Iowa has 25% of all the Grade A farm land in the U.S., and its farmers average $14,187 per year income from this choice land. Yet farm income is *only half* of the picture in Iowa where income from industry now *equals* that from farming.

WHO-TV covers 57 high-income counties in Central Iowa — one of America's most unique television markets. It embraces more top-income farm counties than any other television market in the U.S., and gives you Des Moines — Iowa's largest metropolitan center — as a bonus. In all, this is a big, important *$2 billion* market.

Reach more of Central Iowa's prosperous rural and urban families, alike, with WHO-TV. It's an area worth reaching with the best you can buy. Ask your PGW Colonel for availabilities soon!

Source: Sales Management Survey of Buying Power, July 10, 1960, and SRDS, October 15, 1960.

WHO-TV is part of
Central Broadcasting Company,
which also owns and operates
WHO Radio, Des Moines
WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

IT'S QUALITY THAT COUNTS

New Sindlinger tv rating services will measure both quality and quantity of network audiences

A new, nationwide daily television rating service which will place emphasis on the quality of the tv audience rather than its size is being launched by Sindlinger & Co., Norwood, Pa., it was announced last week by Albert E. Sindlinger, president.

Mr. Sindlinger told a news conference in New York last Tuesday (Jan. 11) that while the service will produce figures that are comparable to those of the various rating services, the ratings are "only a step to reach the ultimate aim of reporting the quality of the tv audience delivered by each specific television program and what people within specific television audiences buy or plan to buy."

There are two major aspects to the Sindlinger Television Service. One is the "rating" and the other is the "quality" aspect. The Sindlinger plan is to sell both aspects of the service to a group of advertisers, particularly those in the same industry to whom the "quality" dimension may be significant, and make the "rating" aspect only available to others in the tv business (to agencies, networks and stations).

A spokesman said that the rating reports could be priced at from 10-20% of the cost of other leading rating services, because Sindlinger hopes to recoup a large part of its investment from fees paid by companies signing for the "quality" data.

Sindlinger is premiering its new service, which studies evening network tv programs, with three companies investing about $1,000 a week for eight weeks in January and February to ascertain automobile ownership and buying plans, by makes. Mr. Sindlinger said initial clients are du Pont, Ford Motor Co. and an automobile client who does not want to be identified. They will be supplied with "quality" data (income, occupation and education) on viewers of their own and competitor's programs, as well as rating data.

The Sindlinger sample is about 1,600 for each day's research and a new sample of different households is drawn for each and every day of the week. The interviews are conducted by telephone. Persons are interviewed the day after a schedule of tv programs is carried.

Four Reports ▪ On its basic rating reports, Sindlinger will provide clients with four reports daily within one week of interviewing and they will cover such information as daily report of tv sets in use, sample size for each statistic, daily audience size report by sex and age, broken down geographically, and national television ratings, which will consolidate the data from the other three reports on one sheet of paper for each day.

The automobile project will encompass both the rating reports and additional information on automobile ownership and plans to buy automobiles. It will also provide data on who is the program selector; characteristics of the audience; occupation of household head; his annual income and his educational attainment and other qualitative information.

Mr. Sindlinger said his company is prepared to spend $1 million to establish the new tv service. He hopes that in subsequent months, clients in other industries such as soap, toothpaste or perhaps gasoline will participate in "quality" studies. Simultaneously, it is his belief that agencies, stations, networks and other interested companies will become subscribers to the basic rating service. Mr. Sindlinger expressed the view that the rating service would gain support because "it is different from other rating services because of the speed of delivery and detail of the daily reports."

Fun versus learning

What is a "quality" audience, and where are you apt to find it in bigger numbers—watching entertainment programming or watching information programming? The advertiser's answer will vary according to what he's selling and what the programs are, but last week Sindlinger & Co., Norwood, Pa., which is introducing a rating service to examine audience "quality" as well as size (see above), undertook to answer the question in terms of two specific CBS-TV shows, from the standpoint of specific type of advertiser.

Father Knows Best, an entertainment show, was found by Sindlinger to reach an average 13,147,000 households per telecast, while *Eyewitness to History,* an information series, reached an average of 5,281,000 households. Among "father" viewers, 897,000 said they planned to buy a new car during the next six months, as against 484,000 "eyewitness" watchers who said the same thing. To ascertain the "quality" element of the audiences, Sindlinger asked if the prospective car buyers planned to purchase high-priced cars. On this query, 33,000 "eyewitness" and 17,000 "father" viewers said they expected to buy expensive models. On a percentage basis, then, the information show in this case reached 40 per cent as many homes and 54 percent as many prospective car buyers—but almost twice as many prospective *high-price* car buyers—as the entertainment program.

Today, it's 'sell, sell,' Godfrey tells RTES

Arthur Godfrey, CBS' radio personality who is responsible for establishing "personal salesmanship" on an important level early in broadcasting, talked last week about his peculiar brand of selling at a Radio & Television Executives Society timebuying and selling seminar in New York.

It's necessary today, he said, to "nudge people up to the counter with cash in hand, or even with a credit card . . . You not only have to offer something better, you have to be convincing that what you are offering is better." The "real smart advertising men aren't calling it marketing right now," he quipped, but "plain, old-fashioned sell, sell, sell."

In placing today's audience in perspective, Mr. Godfrey pointed to radio listening in cars ("these people are pigeons for a real sales pitch") and to the need for salesmanship to move the housewife to reach for "Zilch's cereal" —"she's got a lot of listening time, which is why more radios than ever are being bought." In the audio-visual world, he noted, a selling job must be "adequately done." Discussing his own career, he said he has used his ability to entertain as a foot in the door for selling; and that he's erroneously judged as having spoofed his sponsor's products (sometimes, he admitted, he has "kidded" the "guy who wrote" the commercial, but never the product).

Grey gets consumer ads for Ideal's Model Craft

Ideal Toy Co., N.Y., has appointed Grey Adv., N.Y., to handle national consumer advertising for its ITC Model Craft Division. The account formerly was with Atlantic/Bernstein Adv., N.Y., which will continue to handle the division's sales promotion and trade advertising.

The division last Monday (Jan. 9) launched what it called "the heaviest national post-Christmas spot tv campaign in its history," using six to eight week schedules to introduce its new line

FIRST FOR 37 CONSECUTIVE MONTHS IN ATLANTA! Every ARB survey of the 3-station metropolitan area taken since October, 1957, has shown WSB-TV in first place. For the month of November, 1960, ARB found WSB-TV was viewed by the most people 71.8% of the time. The station's average share of sets in use was 45.8% against 30.2% and 23.9% for the other two stations. In few major markets of over 1,000,000 population do advertisers find such preference for one station. This rating dominance teamed with WSB-TV's broader coverage pattern is producing good sales results for advertisers. Certainly your advertising belongs on WSB-TV!

wsb-tv channel 2 Atlanta

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

of spring toys in New York, Los Angeles, Chicago, Philadelphia, Detroit, San Francisco, Pittsburgh, Cleveland, San Antonio, Phoenix, Seattle and Portland, Ore.

CO-OP TV AD POOL

Wexton plans tv push for 500 N. Y. retailers

Co-operative advertising can harness for small stores "the tremendous power of local television to demonstrate the product for the local retailer or group of retailers."

This is a thesis that Wexton Advertising, New York, and a client hardware-houseware distributor, Masback Inc., are preparing to prove. Larry Schwartz, president of Wexton, made the allusion to tv last week as he and Masback unveiled this year's advertising plans for 500 hardware and houseware retailers banded together by Masback under the "Friendly American Stores" promotional banner. All are small independents in the greater New York market area. Together they have about $250,000 to spend.

They learned at the meeting that a 20-week nightly saturation schedule in the spring and fall (10 weeks each) on WPIX (TV) New York will be the central feature of a many-faceted plan drawn up for them by Wexton and the distributor. For the heavy schedule, Wexton is filming a record number of 25 commercials featuring an animated family in running commercial "situation" plots.

Mr. Schwartz chided agencies for making co-op "the social pariah of advertising" and outlined a campaign to make the Friendly American Stores competitive with chain giants. The Masback campaign is unusual in that it was initiated by a distributor, rather than nationally by a manufacturer or locally by a big store. Involved in this local situation, Mr. Schwartz reminded his listeners, are 15.6 million prospective customers, 4.1 million tv families (more than 19% of them have more than one set) and $35.1 billion in sales.

Wexton collects the standard agency commission on media placements fees for other services (displays, direct mail, sales training, publicity, etc.).

Business briefly...

Procter & Gamble Co., Cincinnati, will sponsor NBC-TV's hour-long special, *The Square World of Jack Paar* on Jan. 31 (Tue. 10-11 p.m. EST). The program features various films taken in Europe and the Orient with live ad lib commentary by Mr. Paar, who will also open the program with a monologue. Agency: Benton & Bowles, N. Y.

Minnesota Mining & Manufacturing Co., St. Paul, Minn., has purchased sponsorship in CBS-TV's Feb. 4-5 coverage of the *Palm Springs Second Annual Golf Classic* (Sat. 4:30-6 p.m. and Sun. 4-5:30 p.m. EST). A total of 128 teams, each made up of one professional and three amateurs, will compete in the $50,000-added tournament which will be described by sportscasters Jim McKay and Jim McArthur. Agency: Erwin, Wasey, Ruthrauff & Ryan Inc., N. Y.

Block Drug Co., Jersey City, N. J., purchased participation in the NBC-TV western series, *The Tall Man* (Sat. 8:30-9 p.m. EST). The order is for weekly thirds, starting Jan. 14 and ending Sept. 2. Agency on the Block Drug account: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Oldsmobile Div., General Motors Corp., will sponsor ABC Radio's coverage Jan. 22 of the 20th annual *Bing Crosby Golf Tournament* at Pebble Beach, Calif. (Sun. 3:10-3:30 p.m., 5:15-5:30 p.m., and 6:30-6:50 p.m. EST). Produced by the ABC Sports Dept., the broadcast features Hank Weaver and Orval Anderson as commentators for the $50,000 pro-amateur charity event. Oldsmobile also will sponsor ABC-TV's full-hour telecast of the golf tournament (5:30-6:30 p.m. EST).

Ex-Lax Inc. (Warwick & Legler), **Pharmaco Inc.** (N. W. Ayer & Son), **Philip Morris Inc.** (Leo Burnett) and **Vitamin Corp. of America Div. of V.C.A. Labs** (Dunnan & Jeffrey Inc.) have signed orders for ABC Radio's *Weekday News* programs. Other new and renewal orders for ABC Radio news shows include: **The Mennen Co.** (Warwick & Legler) and **Hastings Mfg. Co.** (Bozell & Jacobs), new signers on *Paul Harvey News;* **Bankers Life & Casualty Co.** (Phillips & Cherbo), renewed its *Paul Harvey* sponsorship. The following advertisers renewed on *Cliff Engel News*: **Lyon Van & Storage Co.** (Smalley & Smith); **Signal Oil Co.** (Barton A. Stebbins Adv.), and **Whitehall Labs** (Ted Bates).

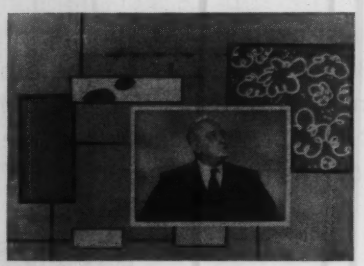
An 'artistic approach' to television commercials

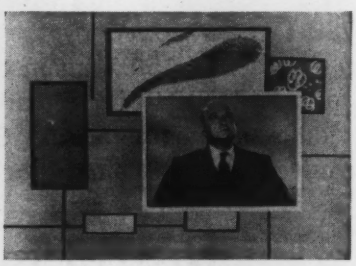
AC Spark Plug and its advertising agency, D. P. Brother & Co., are attempting to prove that "art for art's sake" can have practical application in a new series of tv commercials. Their new format utilizes techniques developed by the famous Dutch painter, Piet Mondrian.

AC's new commercials use horizontal and vertical lines to form patterns and rectangles—or "mondrians." While these artistic principles have been used before in advertising, AC's application differs as the "mondrians" are animated, in two ways, instead of being static.

This dual animation consists of cartoons or live photography within rectangular panels, and the panels themselves become larger or smaller to emphasize audio portions of the commercial. The spots, produced by Grantray-Lawrence Animation, Hollywood, feature Francis X. Bushman (see pictures), the Sportsmen, Gale Gordon, Hal (Gildersleeve) Peary and others.

They are currently appearing on ABC-TV's *Naked City* and *Cheyenne* shows.





While an off-screen voice says "Dust (l), dirt (c), water (r) . . . can harm the engine of your car," silent film star Francis X. Bushman reacts as panels symbolizing these elements are enlarged to emphasize them.

Responsive, amusing, a perceptive partner with the pleasing rapport of a "metropolitan" personality ... like each member of our media family — Television, Radio, Outdoor and International Advertising.

METROPOLITAN BROADCASTING

205 EAST 67TH STREET, NEW YORK 21

TV STATIONS: WNEW-TV, New York; WTTG, Washington, D. C.; WTVH-WTVP, Peoria-Decatur; KOVR-TV, Stockton-Sacramento.
RADIO STATIONS: WNEW, New York; WIP, Philadelphia; WHK, Cleveland.
OUTDOOR: Foster and Kleiser—operating in Arizona, California, Oregon and Washington.
INTERNATIONAL: Radio Station WRUL, Worldwide Broadcasting

Here are just 3 out of more than 300 similar pages* listing items that move by truck—many of them only by truck!

*National Motor Freight Classification No. A-5

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA

TV'S BILLINGS BONANZA

NBC-TV claims all-time record in October figures, but CBS-TV still remains the overall front runner

For the first time in several years NBC-TV passed CBS-TV in monthly gross time billings: The NBC-TV total in October was more than $25 million, about $2.1 million above CBS-TV gross time billings.

The sudden NBC-TV billing sprint encouraged spokesmen of that network to talk of a decided improvement and increase in daytime show popularity and sponsorship. The network claimed, for example, that most of the rise could be attributed to the daytime periods with October's total the beginning of a daytime 38 percent rise over last year on a Mon.-Fri. basis. NBC-TV trotted-out figures to show it progressing comparatively at a higher billing rate than competitor CBS-TV and said the disparity in October reflected a poor fourth quarter for CBS-TV but a good one for NBC-TV.

CBS-TV disclaimed any such NBC-TV dominance in the billings picture, with a spokesman hinting that by November "we (CBS-TV) will bounce back and by the end of the 12-month period will still be the biggest advertising medium." (For the 10-month period, CBS-TV was far ahead by $25 million.) Though acknowledging the big NBC-TV figure (said to be the largest monthly billing figure on record by any network) in the Television Bureau of Advertising report, CBS-TV spokesmen asserted that the World Series sponsorship among other things helped fatten daytime billings at NBC-TV. Also pointed up by CBS-TV: This was a month where political pre-emptions occurred, and there may have been a pick up at NBC-TV because of them while CBS-TV showed a loss.

NBC-TV, in addition to bringing out research figures based on national Nielsens to show its rising daytime "popularity" over both CBS-TV and ABC-TV, distributed decks of playing cards to advertisers and their agencies—the ace in the hole again was NBC-TV's daytime record—with this message: "It's in the cards this new year 'to win with NBC daytime.'"

Year-end Reports ▪ CBS-TV, meanwhile, released its year-end report, showing an average 20 percent daytime lead in 1960 over "the second ranking network" and a 13 percent nighttime lead over its closest rival. The network also claimed its gross was 15.2 percent greater than the "second network" during the first nine months of the year. NBC-TV, in its year-end report to be released today (Jan. 16) trumpeted daytime ratings at 4 percent ahead of "the second network" and a 30 percent increase in daytime sales that year as compared to 1959.

Other highlights of the year-end reports:

CBS-TV—cited balanced programming, leadership in "overall" audience appeal and sponsor acceptance; new show series, entertainment specials, expanded news-public affairs programming and coverage of the Olympics.

NBC-TV—emphasized its profits as highest in its history, a news-public affairs beef-up and audience recognition during political convention coverage; a better record of sponsored hours in 1960 compared to the year before and attraction of more national advertising coin (247 advertisers, including 24 of the nation's 25 largest; both figures were said to be industry highs).

Tv at market

Television, radio and hi-fi made a major impact on the mammoth Furnishings Market last week in Chicago. While the tv-radio phase of the market was only negligible a few years back, this year manufacturers expect to enjoy multi-million dollar business in a wide range of "go-with" furnishings. Big money makers this year are seen in high-fashion space saver cabinets (which enclose components), and standards such as chairs, tables, mobile "entertainment" carts, tv trays (even tray sets in luxury lines run to $300.00) etc. Tv impact this year also is spreading into bedding industry with trend to flexible sit-up beds and mattresses for tv viewing.

NETWORK TELEVISION GROSS TIME BILLINGS
Source: TvB/LNA-BAR

	October			January-October		
	1959	1960	Percent Change	1959	1960	Percent Change
ABC	$12,537,020	$15,200,940	+21.2	$ 99,281,464	$127,922,350	+28.8
CBS	23,610,441	22,973,089	− 2.7	218,961,251	227,319,114	+ 3.8
NBC	22,883,291	25,090,051	+ 9.6	192,071,765	202,377,062	+ 5.4
TOTAL	$59,030,752	$63,264,080	+ 7.2	$510,314,480	$557,618,526	+ 9.3

MONTH BY MONTH 1960

	ABC	CBS	NBC	TOTAL
January	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	31,072,164	58,603,423
April	12,701,240	22,580,032	20,642,038	55,923,310
May	12,876,050	23,209,917	19,414,264	55,500,231
June	11,948,700	22,062,832	18,959,323	52,970,855
July	12,529,660	23,442,997	19,805,457	55,778,114
August	11,366,100	21,448,482	18,052,503	50,867,085
September*	11,875,080	21,103,437	18,436,653	51,415,170
October	15,200,940	22,973,089	25,090,051	63,264,080

*September 1960 figures revised as of Jan. 5, 1961

TV COSTS MORE—BUT

Grey study says main reason is expanded tv coverage

An analysis of the higher costs of maintaining advertising schedules on network television, in newspapers and in magazines in 1960 as compared with 1957 is contained in the January issue of *Grey Matter*, publication of Grey Adv., New York.

The study shows that $100,000 spent in 1957 would require $124,000 in network television, $111,000 in newspapers and $111,000 in magazines in 1960 if the same schedule were to be maintained. The study cautions that intermedia comparisons should not be made because contributing factors are not the same for the three media, during the four-year period.

The steeper rise in television was attributed largely to one of three factors cited by Grey Adv. as contributing to increased costs—namely, expanded coverage. The rise of tv homes by 15% was said to be responsible for $16,200 of the added $24,000. The two other factors noted by Grey as influencing costs were inflation and increased competitive pressures. For tv, inflation was said to account for $3,600 of the added cost and competition, $4,200.

Not So With Print ▪ For both newspapers and magazines, according to Grey's research, their added costs between 1957 and 1960 could be attributed largely to the competition and inflation factors. (*Competition* was described thusly: more goods and services

WHLi
"THE VOICE OF LONG ISLAND"

known by the companies we keep!

AUTO STORE SALES*
$409,707,000
SOME "BLUE CHIP" ADVERTISERS USING **WHLI** TO REACH BIG, RICH LONG ISLAND MARKET

Buick
Chrysler Corp.
Comet
Dodge
Dodge Trucks
Fisher Bodies
Ford
General Motors
Lincoln-Mercury
Plymouth
Prestone
Presto-Lite
Studebaker
Valiant

*Nassau-Suffolk (Sales Management 1960)

Over 400 top advertisers chose WHLI in 1960. Will you be on the "preferred" list in 1961?

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island
Represented by Gill-Perna

are being created and hence the advertising dollar has to fight its way through a density of competition; therefore media rates react to this demand for advertising).

Conclusions reached by Grey regarding its study include the following: it costs about 20% more in *real* dollars for an advertiser to obtain the same schedule than it did four years ago in the three media discussed; the trend will continue in 1961; advertising agencies must exercise their skill, experience and efficiency in making the advertiser's dollar most productive (more imaginative, memorable and believable advertising messages and more skillful integration of the advertising message into all elements of the marketing process).

(A copy of "Grey Matter" is available from Grey Adv. in New York, Beverly Hills, San Francisco or Montreal.)

AD WEEK-YEAR PROMOTION OPENS

NAB takes initiative in urging broadcast support

Task workers for the Advertising Federation of America and Advertising Assn. of the West are scrambling to finish Phase One of the Advertising Week-Year production job. Television and radio stations later this week will receive letters outlining their part in the campaign that kicks off the week of Feb. 5 and lasts the rest of the year.

Tv networks have split a $20,000 production fee among themselves and George W. Head, advertising manager of the National Cash Register Co., Dayton, Ohio, and committee chairman for the big volunteer drive, is out passing the hat among advertisers for $50,000 needed to clean up initial costs for film prints, mailing and other media production, including radio. Counting donated and paid expenses, Ad Year carries a $250,000 production price tag for the 11 months.

NAB will help mail letters this week from Mr. Head and the Ad Week-Year committee to stations. The chairman encloses slides and scripts and tells broadcasters, "more so than any other, this is your bread and butter campaign, and we are hopefully counting on your cooperation."

Keeping Rolling Kits ▪ Stations are asked to use enclosed "Let's Keep Rolling Ahead" announcements (provided in lengths from 10-seconds to a minute) and work with local advertising clubs to arrange special features portraying the economic value of advertising. Forms are provided for broadcasters to order films and transcriptions being readied by McCann-Erickson Inc., New York, task force agency on the project, for distribution shortly after Ad Week kicks off "Let's Keep Rolling Ahead' year. All copy explains the theme symbolized by the campaign's racing arrow motif, relating advertising to mass demand and mass production. The entire campaign was drawn up by the Head committee (Russell Z. Eller, advertising manager of Sunkist Growers, Los Angeles, and Douglas L. Smith, ad manager of S. C. Johnson & Son, Racine, Wis., are respective vice chairmen for AAW and AFA of a committee exceeding 50 ad-media executives) and Emerson Foote, president of McCann-Erickson Inc., who is national plans chairman of Ad Week-Year.

Tv stations, which last year had to pay $12 each to defray the expense of Ad Week kits, now will be offered free several filmed minute, 30-, 20- and 10-second spots. Fresh copy will be ready around April and once again before the year is out, under present plans, according to AFA executive Hugh Collett, who is campaign director. A McCann-Erickson production crew is filming in Florida today (Jan. 16), shooting home and supermarket footage for two basic storyboards that tell the assembly line-store-home consumer story of advertising economics.

Free Transcriptions ▪ Radio stations, formerly billed $2 for the ad week kit, now may order free transcriptions by Garry Moore with Durward Kirby, Jack Paar, Bob Hope, Jan Murray, Milton Berle, Art Linkletter, Hugh Downs and others.

Agency coordinator for the entire job is M-E account executive Lew Marcy. Creative chief is Alton Ketchum, vice president of the agency. M-E tv credits: producer Hal Mathews, copy by Don La Vine and art by Frank Broadhurst and Jim McIntyre. Group Productions Inc. of Detroit is filming the spots with music by composer Ralph Burns and narration by Bill Shipley and Sy Harris. Mrs. Lillian L. Jason of M-E did radio copy.

If the campaign succeeds, the AFA, AAW and media may find themselves with a never-ending job. Explaining the philosophy of a year-round educational campaign, M-E's man on the "account," Mr. Marcy, says, "We'd never tell a client to advertise only one week a year."

Agency appointments...

▪ S. C. Johnson & Son and J. Lyons & Co. Ltd., appoint Benton & Bowles' British subsidiary, Lambe & Robinson-Benton & Bowles Ltd., as their advertising agency for new assignments in addition to products it already handles. Other new accounts are Busted Chicken Co. Ltd., The Reed Construction

Nielsen Station Index "parts" add up to the accepted national "whole"

Network tv programs are measured--separately and independently--by two Nielsen services:

In national total, by Nielsen Television Index (NTI)
Station by station, by Nielsen Station Index (NSI)

The sum of the NSI "parts" equals the NTI "whole."

Proof of the compatibility of NSI with NTI is yours for the asking. Want a demonstration? In a few minutes you'll see why...

NSI *is the only validated source of station audience facts providing reliable information for broadcast advertising decisions*

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

NSI and NTI are Registered Service Marks of A. C. Nielsen Company

FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700

1003

Group, and C. W. F. France & Son Ltd. (Danish furniture.)

▪ General Spray Service Inc., Katonah, N. Y., appoints Allston, Smith & Somple, Greenwich, Conn., as its advertising agency for national consumer advertising. The client, who plans to use television this year, is a lawn, garden, tree and shrub spray service organization.

Also in advertising...

Marketing aid ▪ New glossary of commonly used terms in the field of marketing has been published by the American Marketing Assn., 27 E. Monroe St., Chicago 3, to help codify and clarify the language of marketing executives in the agency and advertiser fields. Leading authorities aided in compilation of the 23-page booklet, headed by Ralph S. Alexander, professor of marketing, Columbia U., N. Y. Price: $2.

New concern ▪ Harold S. Meden, promotion manager of Radio Advertising Bureau, N. Y., has resigned his post to form Franznick-Meden Inc., in partnership with Philip E. Franznick, president of Franznick Graphics, advertising and promotion design studio. The new firm will specialize in sales promotion services and advertising design for advertisers, agencies and media. Company's offices are at 145 East 49th St., N. Y.

Hands across the sea ▪ The McCarty Co., Los Angeles agency, has announced its affiliation with the Daiko Agency, headquartered in Osaka, Japan. Daiko has 18 branches throughout Japan. McCarty's foreign affiliates already include companies in London, Oslo, Stockholm, Copenhagen, Zurich, Milan and Paris.

Agency personnel policies irk Mogul

An advertising agency president last week charged other agencies with "personnel piracy, ineffectual training programs and pot-luck hiring policies" to fill a void created by too few qualified college graduates entering the advertising business.

He is Emil Mogul, president of Mogul, Williams & Saylor, New York, who spoke at a dinner meeting of the Advertising Club of Greater Miami.

Mr. Mogul declared that the problem of recruiting top college talent for ad careers has been compounded by the "stop and go efforts to build an image of advertising as a profession," which, he said, have created "confusion" among students. Assailing the "image-makers" for leading advertising "down a blind alley," he called for an end to "our basically self-conscious appeal as a profession. We should stop apologizing for being craftsmen, artists, and businessmen. . . . We in advertising are all of that and more. Advertising, to coin a phrase, is a Business Art. It's the best of two possible worlds. And there's nothing quite like it in the world."

Noting the current shortage of agency applicants, Mr. Mogul said four new jobs "go begging" for every qualified college graduate. His advice to students interested in an advertising career: Spend the first two years after graduation at a retail store in a relatively small city—the first, as a salesman behind the counter and the second in the advertising department.

THE MEDIA

How ABC, Hagerty plan news breakout

OFFICIAL APPOINTMENT BRINGS OUTLINE OF NEWS UPGRADING PLANS

ABC officially unveiled James C. Hagerty last week as the big gun of its campaign to raise ABC news and public affairs programming into contention with that of NBC and CBS.

In the process network officials also gave a tipoff to the kind of news operation they want to develop.

Leonard Goldenson, president of the parent American Broadcasting-Paramount Theatres, said the 51-year-old Mr. Hagerty would be "backed to the hilt" with "whatever it requires" to make ABC "competitive" in news and public affairs.

President Eisenhower's news secretary, long known to have been tapped to succeed John Daly as ABC vice president in charge of news, special events and public affairs (BROADCASTING, Nov. 21, 1960), appeared alongside Mr. Goldenson at a news conference in New York last Monday (Jan. 9) to make the appointment official.

Although Mr. Hagerty emphasized he has had no chance to think through many of the decisions ahead and therefore may later revise some of his answers, observers were able to piece together from his replies and Mr. Goldenson's a tentative picture of their current goal:

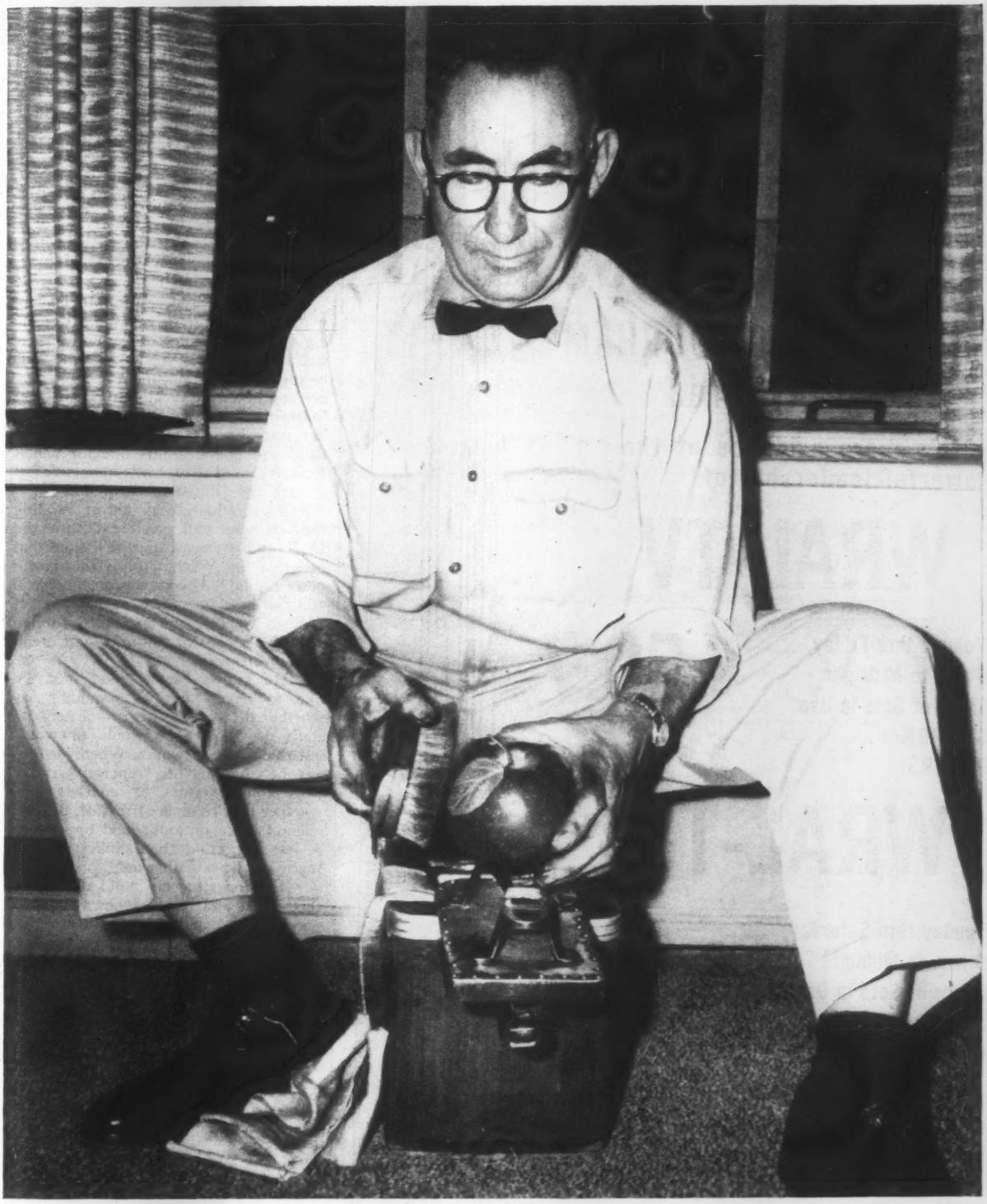
News Emphasis ▪ It will build slowly into a worldwide operation, with first expansion to come in the Washington bureau. Some of the new talent may be hired from rival networks. It will be basically a reporting organization, with secondary emphasis on commentary and analysis. It will not present editorials.

The building program may include a full-time ABC-TV "camera division" in the news department for shooting newsfilm, although Mr. Hagerty said he was not yet fully decided on this point. The operation will be geared for coverage of news wherever it breaks in the world but will pay "special attention" to Latin America, where ABC already has pioneered in formation of a commercial tv network. Presumably through that network, ABC News also will feed news about the U. S. to Latin American viewers.

Domestically, the organization will supplement its regular news staff by drawing frequently, for special purposes, upon newspaper and local-station news experts around the country who, according to Mr. Hagerty, form a "great potential" as yet "untapped" by radio and television.

There also seemed a good chance ABC would make some innovations in the more or less standard procedures used by NBC and CBS. For one thing, Mr. Hagerty and Mr. Goldenson were agreed that, contrary to the other networks' position, news documentaries do not necessarily have to be produced exclusively by the network news department, so long as the department retains the right to reject anything it doesn't approve. There also were indications ABC News would try other innovations; that, at least, was read into Mr. Goldenson's emphasis on "contrasting things" as a key element in ABC-TV's advance "to the front" in both entertainment and sports.

Extensive ▪ Mr. Hagerty, a former *New York Times* reporter who made an immediate hit with broadcasters by opening President Eisenhower's news conferences to radio and television, and Mr. Goldenson covered a wide range



Polishing the client's apple is no way to improve his advertising. Polishing a good idea is. And polishing. And polishing. And polishing. Until good becomes better. And better becomes best.

YOUNG & RUBICAM, *Advertising*

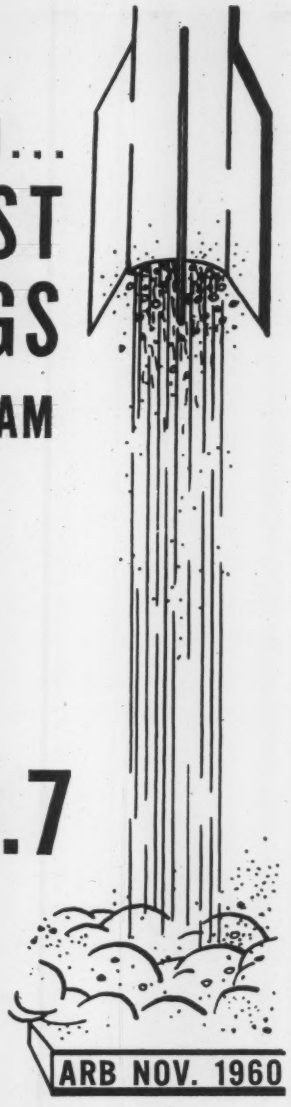
AND AGAIN...

HIGHEST RATINGS

in the RALEIGH-DURHAM Survey Area

Here's more evidence of the powerful leadership of

WRAL-TV



Monday thru Friday 6 p.m. to Midnight Share of Sets in Use	50.7
STATION B	40.5
OTHERS	8.8

WRAL-TV

Sunday thru Saturday 9 a.m. to Midnight Share of Sets In Use	48.6
STATION B	42.2
OTHERS	9.2

Get the full picture from H-R or write

WRAL-TV

RALEIGH, NORTH CAROLINA

Channel 5 • NBC plus ABC Features • Local Color

REPRESENTED BY: H-R *Television Inc.*

of plans and possibilities in response to reporters' questions. Highlights:

▪ Mr. Hagerty will start Jan. 23, the Monday after President Eisenhower leaves office, but he doesn't expect to go in "like a bull in a china shop" and, in fact, may need two to three years to build the kind of staff and develop the kind of schedule he's shooting for.

▪ Thomas Velotta, vice president for special projects in the ABC news department, will be Mr. Hagerty's No. 1 assistant under a title yet to be determined, but other key personnel have not yet been designated.

▪ Unlike his predecessor, Mr. Hagerty does not plan to do on-air work, feeling that would stifle competition on his staff. He does not know yet who will be the permanent occupant of the early-evening newscast vacated by John Daly following his resignation last November, nor who may take over the post of news and public affairs director which Francis N. (Fritz) Littlejohn gave up a week ago (BROADCASTING, Jan. 9).

▪ He sees his job as one of building the best news staff possible, both in the U. S. and overseas, and he'll start that program in Washington, "the world news capital." The expansion there will add full-time newsmen; he has not yet decided whether the expanded foreign staff will consist of full-time staff members or stringers.

▪ He knows "some good men I'd like to have," but he wouldn't say whether they are now on rival network staffs or whether he would or would not raid other networks. Wherever they are, he's looking for "reporters" rather than commentators or analysts, and whether they're male or female, or have a good voice or look good on camera is less important than ability and integrity in news gathering.

▪ He hopes to help ABC affiliates in their local and regional news coverage and to use experts from stations and newspapers around the country in network news roundups on occasions. He said this might be done in political campaign wrapups, for instance, when such experts are available and can reflect local conditions better than staff men sent in for area reports.

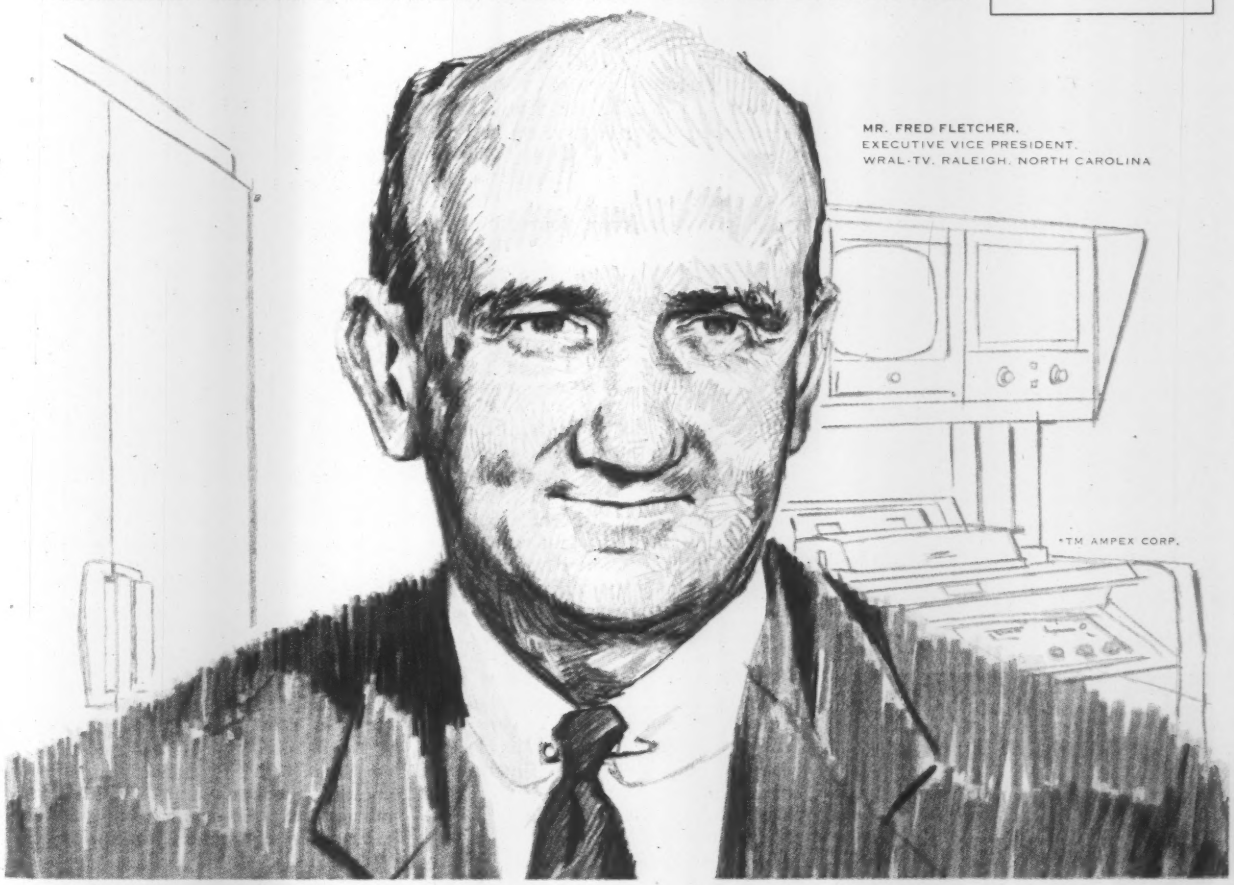
▪ If commentators or analysts are used on the air their reports will be clearly labeled. Mr. Hagerty thought offhand that editorializing is a good idea for stations, because of their intimate awareness of local conditions, but wouldn't be good on a national network level. As a "shotgun opinion," he thought commentary and analysis, so labeled, were preferable to network editorials.

▪ He thought documentaries should be produced by the "best possible people," inside or outside the network. This view contrasted sharply with that of Mr. Daly, whose resignation was

"*More than $3,000 a week in billing* – both announcement and program – dependent on one Ampex tape machine. That's a typical week here at Channel 5," says Fred Fletcher. "We've been in business with *Videotape** for slightly over two years and our *one* machine shows 3,272 hours of use and service... Ninety percent of our political business last fall was on tape. I don't say we wouldn't have gotten it on a live basis, but it was easier, less costly, and much more convenient to candidates, having the busy grass roots schedules they do... Sure, we see every reason for getting a second machine – and we shall eventually, but we've done a phenomenal job with one for two years. There's no question about our choice of Ampex. They are TV tape recording, no doubt about it." • • • • To get an informative file of reports from your associate TV broadcasters showing how an Ampex VTR fits in as a basic, pay-its-own-way component of any complete TV facility, write to Ampex today. Department BF.

AMPEX

AMPEX PROFESSIONAL PRODUCTS COMPANY • 934 CHARTER ST., REDWOOD CITY, CALIF. • AMPEX OF CANADA LTD., REXDALE, ONTARIO



MR. FRED FLETCHER,
EXECUTIVE VICE PRESIDENT,
WRAL-TV, RALEIGH, NORTH CAROLINA

*TM AMPEX CORP.

BALANCED PROGRAM-MING . . .

MEANS LISTENER LOYALTY

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as:

- *The news and information station*
- *The variety station*
- *The network station*
- *The family station*

KTRH
50,000 WATTS — 740 KC
—CBS—
HOUSTON, TEXAS
Represented by Peters, Griffin and Woodward, Inc.

ABC makes news about its planned news and public affairs operations which will be run by James C. Hagerty (r), White House news secretary. ABC executives present at news conference last week, at which network plans to expand into competitive position with CBS and NBC, are (l to r): Oliver Treyz, ABC-TV president; Michael J. Foster, ABC press information vp; Leonard Goldenson, AB-PT and ABC president, and Mr. Hagerty. The Hagerty-Goldenson news conference was held in New York on Monday, prior to a meeting of ABC-TV affiliates at Miami Beach, where Mr. Hagerty also accompanied Mr. Goldenson. The presidential news secretary takes over his new job Jan. 23, three days after his boss turns over the reins to John Kennedy.

triggered when ABC departed from traditional network policy and contracted for informational programs not produced under the direction of the news department. Mr. Hagerty joined Mr. Goldenson in the opinion that no network can corner the market on talent and that it should not rule out good programs because they are produced by outsiders, so long as the news department retains the right to reject any that do not meet its standards.

▪ Affirming the view that radio-tv should have equal access to news events on a par with print journalism, he thought that in his new job he would be working to get the broadcast media into "a lot of places" where they're now forbidden, including Congress and some branches of the judiciary.

Mr. Hagerty did most of the talking during the one-hour news conference, and most of that was in response to reporters' questions. Mr. Goldenson spoke up primarily to support Mr. Hagerty's assertions that ABC is out to build a news and public affairs operation second to none. The AB-PT chief stressed that the news department under Mr. Hagerty will be supported not only with money but in every other way necessary to build a service that "has vitality and is competitive."

To NBC Newsman Joe Michaels, who asked whether there might be a repetition of the kind of coverage that resulted in published criticisms that ABC-TV had cut away from its election coverage excessively in the interests of commercialism, Mr. Hagerty replied that he hoped not, and added: "I hope to give your outfit fits."

Mr. Goldenson said Mr. Hagerty would report directly to him, clearing news questions relating to television with Oliver Treyz and those relating to ABC Radio with Robert Pauley. Mr. Treyz is president of ABC-TV; Mr. Pauley is vice president in charge of the radio network.

Named his own ▪ Mr. Hagerty declined to give details of his ABC contract, but said he set the salary himself and thinks it is "very handsome" but not as high as some others he had heard about. He said he chose this job over other possibilities because the strides in communications in the next few years will be immense, probably including satellites for worldwide television in the next five years, and because news is a field he was trained in.

"So far as I'm concerned," he said, "this is going to be my job for the rest of my life."

He said published reports putting his salary at $100,00 a year were "not very accurate." He would say only that it's more than the $21,000 he has been getting as presidential news secretary. Subsequent estimates speculated it would be in the $50,000 to $70,000 range.

Mr. Hagerty accompanied Mr. Goldenson and other ABC officials to meetings of ABC owned-and-operated radio and television station managers and of the board of governors of the ABC-TV Affiliates Advisory Assn. at the Balmoral Hotel in Miami Beach last week (BROADCASTING, Jan. 9). But he made clear at the news conference that he was taking a four-day leave of absence from the White House to do so.

He also said that he had had no discussions with President Eisenhower about participating in an ABC-TV documentary and that he'd have no such discussion as long as he's working for the White House.

Letters ▪ The official termination of while, in the release of an exchange of this association was signalled, mean-

a daring experiment pays off for

CREATIVE RADIO PROMOTION

futursonic productions new VERSATILES offer radio stations opportunity to select popular vocal group styling that fits programming

Now for the first time in the history of radio, musical promotion jingles have been produced that can be adapted to fit the programming needs of any popular music Station. Five (5) different vocal styles made famous by the Nation's most outstanding vocal groups are included in this extraordinary package. This is another important first for Futursonic Productions of Dallas.

DAYS OF THE WEEK To further add to the flexibility of this exciting material, four units of the VERSATILES Package offer jingles created around the days of the week. Each day, Sunday through Saturday—Morning, Afternoon and Night—is gaily identified with the station's call letters and other activities.

KWIK IDEES In response to many requests for short promos and I.D.'s, twenty one (21) KWIK—IDEES constitute a 5th unit of the VERSATILES Package. More than mere edits of longer jingles, these bright jingles are specifically designed as musical bridges and for use in heavily commercialized drive time.

MASTER TRACKED IN HOLLYWOOD The entire VERSATILE Package was master tracked in Hollywood at Radio Recorders Sound Studio to insure maximum fidelity. Re-recording takes place at the specially equipped Futursonic Studios in Dallas. The VERSATILES were piloted by KLIF in Dallas, CHUM in Toronto, and WKMH, Detroit. The VERSATILES are truly "the pulsating result of experienced effort and ingenious gall; an unforgetable experience in sound and utility." Created, produced, and distributed by Futursonic Productions, Inc., 3103 Routh St., Dallas, Texas.

FUTURSONIC PRODUCTIONS INCORPORATED

letters between Mr. Hagerty and the President, announcing his resignation as of Jan. 20, Inauguration Day.

In his letter Mr. Eisenhower told his news secretary that "you have been invaluable to me. You have striven tirelessly to present to the public, through the various news media, an accurate and objective report of the activities of the President and of the White House. You have handled major news stories with understanding and intelligence. Your great knowledge of the technical aspects of the distribution of news has enabled the people of the country to get the broadest and most comprehensive coverage of events that has ever been possible, and you have, I know, won the plaudits of the press corps in so doing."

Mr. Hagerty, born in Plattsburgh, N. Y., in 1909, joined the *New York Times* as a political reporter in 1934, upon graduation from Columbia U. He was the *Times* legislative correspondent in Albany from 1938 to 1943, when he became news secretary to Gov. Thomas E. Dewey. He was on Gen. Eisenhower's staff during the 1952 presidential campaign and was named news secretary when President Eisenhower took office in 1953.

Sammons buys 16th catv system for $600,000

The sale of the Fayetteville, Ark., catv system to C. A. Sammons, Dallas life insurance entrepreneur and owner of 15 other catv systems, for $600,000 was announced last week.

Mr. Sammons bought the Arkansas cable company, with 3,800 subscribers, from Transvideo Corp. in which U. S. Sen. J. William Fulbright (D-Ark.) and KHOG Fayetteville were major stockholders.

Considered one of the largest singly-owned catv systems in the country, with 40,000 subscribers, Mr. Sammons' enterprise is known as Southwestern Transvideo Inc. It includes six cable systems he bought for $1.15 million last November—Pittsfield, Orange, Athol, in Massachusetts; Warren, Pa., Claremont, N. H. and Bellows Falls, Vt.—and Pottsville, Schuylkill Haven, Minersville, Clearfield, Bradford, Eldred, all in Pennsylvania, Harrisonburg, Va.; Olean, N. Y., and Coos Bay, Ore.

A second cable company sale announced last week was the purchase of the Rogers, Ark., catv system by Fred Stevenson for $125,000. Mr. Stevenson, who is an executive of KHOG Fayetteville, will remain as general manager of the Fayetteville cable company.

Broker in both transactions was Daniels & Assoc., Denver. Bill Daniels also announced, last week, the establishment of Systems Management Co. to engage in all facets of catv management.

Storer registers stock sale at SEC

Storer Broadcasting Co., Miami Beach, Fla., has filed with the Securities & Exchange Commission to register 263,000 outstanding shares for public offering. George B. Storer, president and board chairman, proposes to sell 160,000 of these shares. Vice President J. Harold Ryan and his wife (Mr. Storer's brother-in-law and sister) are selling 25,000 shares each with the rest to be sold by the Detroit Bank & Trust Co. as trustee under agreements with Mr. Storer. The company will not receive any of the proceeds of the sale of this stock, the prospectus stated.

For ten months ended Oct. 31, 1960, the company had operating revenues of $24,874,884 as compared with $22,723,228 for the comparable period of 1959. Net income for the period was $4,104,879 against $4,156,453 in 1959. Earnings per share of common stock: $1.66 for the 1960 period; $1.68 for the 1959 period. Each year a dividend of $1.45 was paid on common stock; Class B earned 37½ cents for the 1960 period against 18 cents the previous year.

Figures showed that tv revenues have been about four times those of radio for the past five years. However, the statement said, fm broadcasting "has not been and is not at present a profitable operation. No income is derived from the sale of fm time and no statement can be made as to the probability of fm becoming income-producing."

In the statement, Storer expressed the belief that public interest in high-fidelity will lead to greater acceptance of fm and that "competitively" it is wise to hold on to fm properties in case fm becomes "a major factor." In the past Storer has programmed all its fm outlets simultaneously with am stations in the same city. For an experiment in separate fm programming it plans to use WGBS-FM Miami.

Salaries and Holdings ▪ The statement lists renumeration of all officers and directors of the company receiving over $35,000 per year as follows: George B. Storer Sr., board chairman and president, $75,150; Lee B. Wailes, executive vice president, planning & finance, $64,021; Stanton P. Kettler, executive vice president, operations, $64,021; George B. Storer Jr., vice president for tv operations, $45,356; William E. Rine, vice president for radio operations, $53,384; John E. McCoy, vice president for law and finance, $38,117. All are on the board of directors.

George B. Storer owns 1,086,340 shares of Class B stock or 72.38%. The Storer family owns 1.35% of outstanding common stock; 99.67% of Class B stock. The company now has outstanding 975,060 shares of common stock and 1,499,690 of Class B. All of the 263,000 shares being sold in the offering are shares into which a like number of Class B shares will be converted.

Storer Broadcasting Co. operates

Doerfer-Storer business deal told

Former FCC Chairman John C. Doerfer has become secretary-treasurer of a Bethesda, Md., manufacturing firm in which Storer Broadcasting Co. has made an investment.

This information was reported in a registration statement filed by Storer with the Securities & Exchange Commission.

Storer officials said the broadcasting company had made the investment because it promised an opportunity for diversification in a growth company. Mr. Doerfer was said to have brought the situation to the attention of the Storer company last August.

Mr. Doerfer resigned from the FCC in March 1960 after a House Legislative Oversight Subcommittee investigation of hospitality he accepted from Mr. Storer.

The registration statement disclosed that since last September Mr. Doerfer has been secretary-treasurer of Nemir Industries Inc., Bethesda, Md., manufacturer of plastic articles. His employment was specified in a contract between Storer Broadcasting and Clarence T. Nemir. The contract was drawn up for the purpose of "inducing Storer to loan" Nemir Industries $190,000 in exchange for an option to Storer to buy 50% of the stock of the company for $400,000, any unpaid balance of the loan or interest to apply to that sum. Mr. Nemir agreed to sell no stock in his company while the agreement is in effect, except for an unspecified amount to Mr. Doerfer under a previous agreement.

Since last October 1, George B. Storer Jr. and Stanley Willis, Storer directors, have been on the Nemir Industries board.

Nemir Industries and its subsidiaries—American Fibre Co. and American Bowl 'N Cup Inc. (included in the agreement), make plastic cups, trays and other articles, mainly for airlines, as well as such articles as heart valves. It also is expanding into the manufacturing of raw plastic materials. A statement included with the agreement set the fair net worth of Clarence T. Nemir's enterprises as $581,700 as of March 31, 1960.

LONGER LIFE EXPECTANCY THAN EVER BEFORE!

RCA-6166-A/700

To replace RCA 616

First there was the RCA-6166. It gave, and is still giving, outstanding service. But an exploding-growth technology demanded more:

– It demanded more rugged construction

– It demanded longer life expectancy

– It demanded higher voltage and plate dissipation ratings

To meet these demands—to fill these needs—we proudly announce the new RCA-6166-A/7007, a forced-air-cooled beam power tube.

Designed for vhf service in television and as an rf power amplifier in cw applications, this new tube features: Maximum plate dissipation of 12KW • Coaxial-electrode construction • Large-area, low-inductance rf electrode terminals • And efficient external radiator for forced-air cooling.

The RCA-6166-A/7007 can deliver a synchronizing-level power output of 14KW in broad-banded television service at 216 Mc; a carrier power output of 6KW in plate-modulated telephony service using conventional grid-drive circuits operating at 60 Mc; and a power output of 12KW in class C telegraphy service using grid-drive circuits operating at 216 Mc.

ADVANTAGES

- Easily broad-banded
- Improved life expectancy
- Ceramic-metal constructio provides extra safety factc during set-up and tune-up
- Has a higher voltage and pla dissipation rating (with lowe drive) than 6166
- Wide terminal contact surfac
- Silver plating for superior conductivity

For more information, conta your RCA Broadcast Tut Distributor, or write Con mercial Engineering, *RC Electron Tube Divisio Harrison, N. J.*

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KGBS Los Angeles; WITI-TV Milwaukee; WIBG-AM-FM Philadelphia and WWVA-AM-FM Wheeling, W. Va. Storer holds an option to buy WINS New York.

Wometco files with SEC for sale of stock issues

Wometco Enterprises Inc. has filed with the Securities & Exchange Commission to register 18,591 shares of Class A common stock; 19,155 shares each of Class B, Series B, C and D common, and 23,944 shares of Class B, Series E common. All five series of stock are now outstanding and will be offered for sale by underwriters except that 15,000 shares of Class B common, Series E, are being reserved for sale to company employes. None of the proceeds of the stock sale will be payable to the company unless the average price per share received by the selling stockholders, less 7%, exceeds $10, in which case the company is to receive 75% of the excess.

Wometco operates WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N. C., and owns 47.5% of WFGA-TV Jacksonville, Fla. Its purchase of KVOS-TV Bellingham, Wash., for some $3 million is pending FCC aproval. In addition the company has various theater, confectionary, soft drink and vending interests and a Miami aquarium.

Wometco lists as tv and related gross income for 40 weeks ended Oct. 8, 1960 as $4,203,618, compared with $4,980,481 for the comparable period of 1959. Total gross income was $7,822,218 for this 1960 period; $9,507,521 in 1959. Net income before taxes was $6,798,655 for the 1960 period; $8,119,248 for the comparable 1959 span. Tv expenses were $3,194,885 in 1960's period as against $3,726,820.

A balance sheet for its latest acquisition, KVOS-TV, showed 1959 total tv sales as $2,166,169 with a net income of $428,436.

Mitchell Wolfson, president, is the only officer getting a salary over $30,000. His annual salary is $50,325. Principal stockholders of Wometco are Mitchell and Frances Wolfson, Louis Wolfson II and Mitchell Wolfson Jr. and the First National Bank of Miami.

In the statement Wometco said the FCC has scheduled a hearing into the grant of WFGA-TV on "the conduct of the three original applicants." The company states that it feels its conduct was not improper but allows that if the grant is set aside, a "substantial" loss will be incurred by Wometco.

TO HELP THE FLOW OF INFORMATION

Murrow tells RTES of proposal for national institute

The creation of a privately-financed National Information Institute that would study the journalistic field—including electronic journalism—solely in the public interest was proposed Thursday (Jan. 12) by CBS newscaster Edward R. Murrow in a major address in New York.

His speech was delivered before a luncheon meeting of the Radio & Television Executives Society attended by more than 500 persons. In his talk, Mr. Murrow assessed modern day mass communications, the tv medium in particular, with his recommendation of an institute taking this shape:

▪ It would be staffed by men experienced in public affairs, journalism, "probably the law," and in the "appropriate social sciences."

▪ In a period of seven years, the institute's skills would be devoted to "continuous experimentation" of "independent measurement, study, exploration . . . and public education in the methods used and the results obtained by the principal media of mass communication of information."

▪ Through this process, the body of people so engaged would be "continuously gaining skill and experience . . . develop expertness in techniques and procedures . . . [and] would gradually acquire authority and standing which would give it a growing influence for good."

Mr. Murrow said that while vast sums were being appropriated by foundations and individual philanthropists to education and other worthy social causes, the study of the information field deserved at "least equal importance.

What It Would Do ▪ The institute would serve to do the following, in Mr. Murrow's judgment:

1. Encourage and help improve dissemination of information, discussion and argument by publications ("written and oral") by making the public more aware of what it wants and needs and by experimentation help find this want and need.

2. Create a more favorable climate for public acceptance for "all those now controlling or managing oral or written publishing enterprises," for those wishing to do a better job and for those who wish to enter this field with high ideals and purposes.

3. Analyze and study and publicize threats to the public welfare that take the form of assaults on freedom of the press in hampering and limiting the flow of information.

9. Stiffen the public against "bad news handling, bad editorials or poor arguments" by teaching people to weigh and judge for themselves.

Reason for the institute, Mr. Murrow said, simply was the fact that democracy can thrive only on an informed public. He said his proposal had been in his "files" since 1947 when it was first conceived by Ed Klauber, former executive vice president at CBS, and if "it was urgent when we hammered it out together 13 years ago, it is certainly more urgent today."

Station Performance ▪ Many (but unspecified) stations he roundly criticized for not performing nor programming in content as to promises made when they applied for and were granted their licenses. He indicated stations' performances ought to be weighed and measured against their promises when licenses come up for renewal, but if they have failed in this balancing, they should be penalized.

Madison Avenue came in for some good-natured but pointed barbs from newsman Murrow. At one point wherein he was critical of researching the incidental and in studying the effect of actions only in purely economic terms, he quipped: "For this state of affairs we all share the blame. But at least 15% of it belongs to the advertising agencies. The rest can be distributed as you like."

Mr. Murrow noted that two years ago in a talk in Chicago he had suggested "we should have a little competition, not only in selling soap, cigarettes and automobiles, but in informing a troubled, apprehensive but receptive public."

He said that this competition between networks had materialized, that he looked to its increase still further but that from Sept. 1, 1960, through the end of last year the tv networks aired an unprecedented number of public service programs in prime time (between 7:30-11 p.m.)—CBS, 35 hours; NBC, 38.5 hours and ABC, nearly 25 hours. He welcomed the fact that well over half of these programs were sponsored.

Great Debates ▪ As to the tv debates of the presidential campaign, Mr. Murrow said they were "a puny contribution, capsuled, homogenized, perhaps dangerous in its future implications." But, he admitted, it managed to "arouse curiosity and interest, and may have affected the outcome." He noted that the candidates determined the ground rules but that the networks to a large degree "abdicated their responsibility and became merely a conduit," and while the instrument was used however superficially, "the republic survived and it is to be hoped that lessons were learned."

Things HAVE changed in the Carolinas:

WSOC-TV is FIRST in CHARLOTTE during prime television time

Latest ARB again emphasizes the continuing shift in Carolina viewing habits. WSOC-TV's clean sweep of Monday-Friday nighttime averages is complemented with significant overall gains for other periods. Ask us or your H-R man for current availabilities. Get more for your money on WSOC-TV, one of the nation's great area stations.

CHARLOTTE METRO TV RATINGS
Monday-Friday—Half-hour Averages

ARB—November 1960

	AVERAGE AUDIENCE RATING %	SHARE %
7-7:30 pm.		
WSOC-TV	**24.9**	**51.4**
Station B	23.5	48.6
7:30-8 pm.		
WSOC-TV	**30.3**	**57.8**
Station B	22.1	42.2
8-8:30 pm.		
WSOC-TV	**31.9**	**59.0**
Station B	22.2	41.0
8:30-9 pm.		
WSOC-TV	**28.4**	**51.7**
Station B	26.5	48.3
9-9:30 pm.		
WSOC-TV	**31.3**	**58.6**
Station B	22.1	41.4
9:30-10 pm.		
WSOC-TV	**31.3**	**58.9**
Station B	21.8	41.1
10-10:30 pm.		
WSOC-TV	**22.9**	**56.8**
Station B	17.4	43.2
10:30-11 pm.		
WSOC-TV	**19.0**	**60.1**
Station B	12.6	39.9
SUMMARY MONDAY-FRIDAY 7:00 P.M.-11:00 P.M.		
WSOC-TV	**27.5**	**56.8**
Station B	21.0	43.2

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

NAB's Collins sees himself in dual role

HE'LL DEFEND, ADVISE BROADCASTERS, LAWYERS TOLD

LeRoy Collins, NAB's new president, will take a two-way role as the industry leader.

In his first public appearance last week, the NAB head told the annual Federal Communications Bar Assn. dinner he will be both an advocate for broadcasting and will remind the industry of its responsibilities. The dinner was held Friday (Jan. 13) in Washington.

"Broadcasting, no less than an individual, has legitimate interests," he said, "and I shall to the best of my abilities articulate and advance those legitimate interests with reason and clarity and vigor. It will be my purpose with NAB to be an advocate, not a referee, for broadcasting."

Turning to his second function, he explained, "Broadcasting, far more than an individual, has responsibilities. It also will be my purpose to articulate those responsibilities and advance their exercise with equal reason, clarity and vigor. We all share a common responsibility for America. The right to a voice carries with it the responsibility to have a conscience—and to use that voice to speak it."

Mr. Collins took a look into the industry's future. "Broadcasting, I am convinced, has more to contribute to the accomplishing of the American dream than any other single private force," he said. "With you, I want broadcasters to grow in their capabilities and in their service—not in reaction to criticism, not just to make more money, but in ever-greater pride in their creative art."

The Good Story ▪ NAB's new head said "tremendous progress" has been made in broadcasting, adding, "For this we can be justifiably proud. Over and over again we should tell our good story."

But, Mr. Collins continued, the job isn't done. "Like America, broadcasting has had—and still has—some features of which it cannot be proud. These things must be, as they have been, regarded by broadcasting not as defeats but as challenges to do better. As with America itself, there never will cease to be room in broadcasting for still more progress and improvement.

"Our task is to make both—America and broadcasting—move forward within the guidelines of our basic freedoms to become even better. I intend to devote all my mind and strength toward that end, and I earnestly ask for your help. I believe this is the kind of leadership you want and expect."

Mr. Collins told FCBA he accepted his new responsibility because he believes "in America and the free-enterprise system which has given America dynamics and stability." He added, "I believe in broadcasting, not just as a business or as a great industry. It is far more than that. Broadcasting, like America, has not yet 'arrived.' It, too, has only begun, and ahead it also faces goals which demand resourcefulness and loyalty and hard effort, better to serve mankind's needs. I feel in the service of broadcasting a sense of mission very similar to that I have felt in public service."

The Real Broadcasting ▪ Reminding that politicians concern themselves with creating "images," he said, "They often come to feel that regardless of what a man's inner self may be they can dress him out in a way that no one will know the real man under the costume. If America is to do more than survive, the way is not to try to sell ourselves as something we are not, but to devote our chief energies toward making ourselves something better than we are. And the same is true of broadcasting."

Broadcasters must not be driven "into economic and legal corners" from which they are precluded from making contributions to the national well-being and public interest, he said, adding, "A broadcaster's desire to serve the public interest can be only as meaningful as his ability to serve."

He said America's goals must be broadcasting's goals. "If broadcasting is to endure as a free institution in a free society, the best interests of broadcasting must coincide with the public interest."

Affiliates praise ABC-TV for gains

ABC-TV Network made "tremendous strides" in sports, special events and public service during the 1960-61 season, the ABC-TV Affiliates Board of Governors and managers of ABC-owned stations were told during sessions held all last week at Miami Beach, Fla. Praise for the strengthened service was voiced by Howard Maschmeier, chairman of the board of governors and general manager of WNHC-TV New Haven, Conn.

Leonard H. Goldenson, AB-PT president, introduced James C. Hagerty, who becomes ABC news-special events-public affairs director June 23, to the meeting (see story page 40). Thomas W. Moore, ABC vice president in charge of tv programming and talent, thanked affiliates for their cooperation in helping raise the calibre of the network's sports coverage.

Members of the board of governors taking part in the meeting included Donald D. Davis, KMBC-TV Kansas City, vice chairman; John F. Dille Jr., WSJV (TV) Elkhart-South Bend, Ind., secretary; John T. Gelder Jr., WCHS-TV Charleston, W. Va., treasurer; Joseph H. Hladky Jr., KCRG-TV Cedar Rapids, Iowa; D. A. Noel, WHBQ-TV Memphis, and Willard E. Walbridge, KTRK-TV Houston.

Stubblefield opens new station brokerage firm

William T. Stubblefield has opened a station brokerage business specializing the top 100 U. S. markets. Offices of the firm, William T. Stubblefield Co., will be in Leesburg Va. (Box 891, phone Spring 7-1210).

Mr. Stubblefield

Since Oct. 31, 1958 when he resigned as a partner in the brokerage firm of Hamilton, Stubblefield, Twining & Associates, Mr. Stubblefield has operated a management consulting business. He is owner of WAGE Leesburg, Va. With his former partner, W. R. Twining, he founded Gibraltar Capital Corp., an investment firm operating in the media field. By specializing in the top 100 markets, he said, he will be able to have closer contact with both buyers and sellers of stations.

CBS stations division reports 7% gain in '60

A 7% increase in net sales in the past year compared with 1959 and an extension of activities into several new areas were among the highlights cited last week in a CBS Television Stations Div. year-end report.

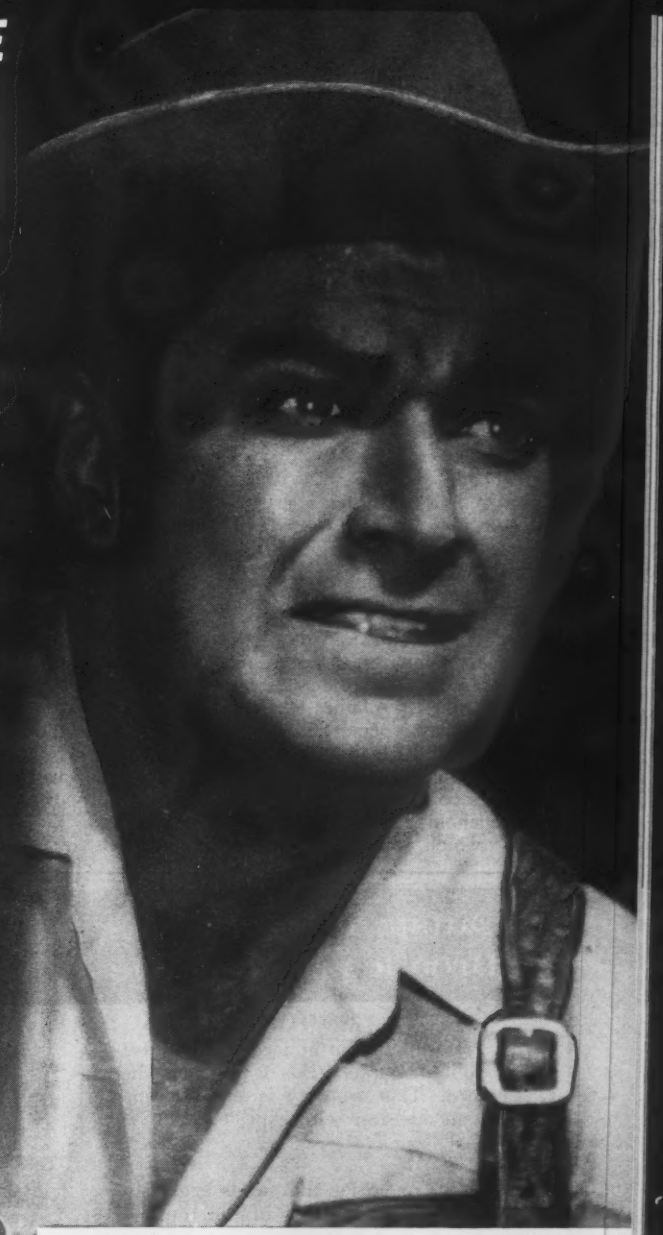
The CBS Inc. division, which includes the non-network functions of the CBS television operation, described its past 12 months as a period of growth and pioneering. CBS Films, for example, claimed foreign sales increased to 10 countries in a year that ended with more than 40 nations telecasting about 60 tv series each week. The division last year opened studios in Buenos Aires, Argentina and Lima, Peru.

The CBS owned tv stations (WCBS-TV New York, KNXT [TV] Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis) expanded their coverage of community service programs and were rewarded with a 13% increase of non-network sales over the previous year.

CBS Television Spot Sales, also within the CBS station division, showed a 12% sales increase last year as compared to 1959. This increase was higher than the rate of gain showed by the industry as a whole.

"STRIP" FOR ACTION WITH THE

MAN FROM COCHISE



156 HALF-HOURS OF NTA'S RECORD-SMASHING, MODERN WESTERN!

There ought to be a new expression for "track record" in the case of an enormously successful western like THE MAN FROM COCHISE. Maybe it's trail record. In any case, this outstanding, action-loaded series of 156 episodes has been blazing trails — or records — with "top ten" syndicated ratings, against all competition, in every market, with every type of audience, for four solid years! (See box, lower right.)

Strip it across the board, daytime or evenings, and this proven series, produced by Desilu and featuring John Bromfield, will draw for you... just as it has for top advertisers in hundreds of markets of every size. To name a few: Budweiser, Sunoco, Ajax, Bromo Quinine, Bufferin, Ipana, Super Anahist, Vicks, Kent, Viceroy, Ivory Soap, Camel, Duz; Palmolive Shave, Wildroot, Standard Oil, Maxwell House Coffee, Alka-Seltzer, Schick, Playtex, Minute Maid, Dash, Vaseline Hair Oil, and hundreds of regional and local sponsors.

So reach for the rating ceiling with this proven successful property today. It may even be first-run in your market. Contact your nearest NTA sales office, or those listed below:

NTA

NEW YORK: 10 Columbus Circle, JUdson 2-7300
LOS ANGELES: 8530 Wilshire Boulevard, Beverly Hills, OLympic 5-7701
CHICAGO: 612 N. Michigan Avenue, MIchigan 2-5561

AMONG THE TOP TEN SYNDICATED PROGRAMS IN THE NATION*
...against all competition, any time slot, any market, as shown by ARB multi-month rating averages

	RATING	SHARE
VERSUS NETWORK		
Cleveland, 10:30-11 p.m., Friday, Nov. '59-Mar. '60		
WEWS U. S. MARSHAL	24.1	46.0%
Sta. B Person To Person	15.9	30.3%
Sta. C Cavalcade Of Sports	12.4	23.7%
Omaha, 9:30-10 p.m., Wednesday, Feb.-Nov. '58		
KMTV SHERIFF OF COCHISE	26.6	45.4%
Sta. B U. S. Steel Hr./Circle Theater	16.2	27.6%
Sta. C Wednesday Night Fights	15.8	27.0%
EARLY EVENING		
Syracuse, 7-7:30 p.m., Friday, Nov. '59-Mar. '60		
WSYR U. S. MARSHAL	30.9	76.3%
Sta. B Four Just Men	9.6	23.7%
Oklahoma City, 6:30-7 p.m., Friday, Oct. '57-Feb. '58		
WKY SHERIFF OF COCHISE	29.0	57.0%
Sta. B Rin Tin Tin	12.9	25.3%
Sta. C Annie Oakley	9.6	17.5%
LATE EVENING		
Cincinnati, 10:30-11 p.m., Thursday, Mar.-June '60		
WCPO U. S. MARSHAL	18.5	41.6%
Sta. B Lockup	12.9	29.0%
Sta. C Revlon Revue	13.2	29.7%
Boston, 10:30-11 p.m., Saturday, Nov. '59-March '60		
WNAC U. S. MARSHAL	16.4	38.2%
Sta. B Four Just Men	13.5	31.3%
Sta. C It Could Be You	13.1	30.0%

*January 1958-July 1960, Average U. S. Pulse Ranking for Syndicated Film

NAB viewpoint allowed in labor boycott case

NAB has been granted the right to state the broadcasting industry's position in a test case involving secondary boycott protection provided by 1959 amendments to federal labor laws.

The case is based on a finding by an examiner of the National Labor Relations Board that International Brotherhood of Electrical Workers was guilty of illegal secondary boycott activities against WOGA Chattanooga, Tenn. (BROADCASTING, Oct. 10, 1960).

Union pickets, the examiner found, had picketed Fields & Sally Motor Co., Chattanooga, while WOGA was conducting remote broadcasts from the showroom. Violations were said to have occurred early in 1960, including "do not patronize" signs. "The object of such conduct was to force or require the listed persons (secondary employer) to cease doing business with WOGA, the primary employer," according to the ruling by Examiner Louis Libbin.

NAB Speaks Up ■ James H. Hulbert, NAB broadcast personnel-economics manager, told NLRB in a letter seeking the right to intervene before the board that such secondary boycotts constitute "a stranglehold . . . on radio and tv stations" which seriously impair their ability to fulfill their obligation to provide the best possible broadcast service in the public interest, convenience and necessity."

Mr. Hulbert added that under Sec. 8b4 of the labor act Congress "has seen fit to distinguish a broadcaster's services from the products of a manufacturer in delineating what a labor organization having a primary labor dispute may do through secondary pressure and, in doing so, has banned all secondary boycotts directed against service industries such as broadcasting."

WKRC-AM-TV grants DiSalle equal time

WKRC-AM-TV Cincinnati, Taft stations, last week granted Gov. Mike DiSalle of Ohio equal time for reply to an editorial broadcast on the stations. The editorial was sharply critical of Gov. DiSalle for his commutation of a death penalty to life imprisonment. It held the governor had substituted his personal views for the judicial processes.

Late last year the stations had criticized Gov. DiSalle for his action in calling an emergency legislative session to consider unemployment benefits. A DiSalle proposal to extend benefits was defeated. Gov. DiSalle charged violation of the Communications Act when the stations refused him time to answer the editorial, saying he was referring the matter to the FCC. No action has been taken by the FCC.

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Fulltime operation that needs aggressive ownership. Market is in the top 50's and has real potential. $75,000 down and balance over 7 years.	MID-ATLANTIC $275,000
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Changing hands

ANNOUNCED ■ *The following sales of station interests were reported last week, subject to FCC approval:*

■ KMLB-AM-FM Monroe, La.: Sold by WSTV Inc. to Leon S. Walton for total consideration in the neighborhood of $150,000. Mr. Walton owns KOPY Alice and KJET Beaumont, both Texas, and WNOO Chattanooga, Tenn. He is president of National Radio Representatives Inc., Atlanta, Ga. Mr. Walton stated he anticipates making no changes in the overall format of the station. WSTV-AM-FM-TV Steubenville, Ohio is the home station of the Friendly Group, which includes radio and tv stations in Missouri, Tennessee, Georgia, and Pennsylvania. KMLB is 5 kw day, 1 kw night on 1440 kc affiliated with NBC and ABC. KMLB-FM operates on 104.1 mc with 17 kw.

■ KSDA Redding, Calif.: Sold by Wilford B. Moench, Los Angeles auto dealer, to group headed by Jean L. Carpenter, general manager of KHOF Los Angeles, for $59,500. Mr. Carpenter will move to Redding as president and manager of KSDA. Ralph E. Welch, Orange County sand and gravel producer, is secretary-treasurer of buying group, and Jack R. Short, KHOF chief engineer, is vice president and will serve also as chief engineer of KSDA. Station operates with 250 w on 1400 kc with good music format which will be continued. Broker was Wilt Gunsendorfer & Assoc.

■ KCRN Crane, Tex.: Sold by Mrs. Jacqueline Young to Albert L. Crain of Sapulpa, Okla., for $22,000. KCIN is a 1 kw daytimer on 1380 kc. Broker was Hamilton-Landis & Assoc.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 86).

■ WEBC Duluth, Minn.: Sold by George H. Clinton to WMT-TV Inc. for $400,000 plus 5-year consultancy contract with Mr. Clinton paying him $10,000 yearly. WMT-TV Inc. is licensee of WMT-TV Cedar Rapids, Iowa, and is 60% owned by American Broadcasting Stations Inc. (WMT Cedar Rapids and KWMT Fort Dodge, both Iowa); 31% by William B. Quarton and others.

■ KONP Port Angeles, Wash.: 100% ownership of *Port Angeles Evening News*, parent company of KONP, acquired by C. N. Webster, now 47% owner, through purchase of 53% from

Mae E. Duckering and Dorothy W. Wenner for $236,394.

▪ KWBA Baytown, Tex.: Sold by Bob H. and N. J. Walker and Winfred H. Hamilton to Cloyed O. Kendrick, David R. Worley and Hugh DeWitt Landis for $190,000. Messrs. Kendrick and Landis own KENN Farmington and KYVA Gallup, N. M.; Mr. Landis also has interest in KFBR-TV Farmington; Mr. Worley controls KLEA Lovington, N. M. and KSEL Lubbock, Tex.

▪ KLAD Klamath Falls, Ore.: Sold by Myer Feldman and Joseph Lerner to Ogden Knapp for $175,000 and agreement not to compete in Klamath Falls area for five years.

N. Y. 'Time' office opens

The Broadcasting Division of Time Inc. has opened a broadcast news bureau in New York, it announced last week. The bureau will process and edit material from *Time* and *Life* reporters throughout the world for use on Time's four radio and tv stations.

Richard McCutchen, a veteran network and local newscaster and producer, will be in charge of the new bureau's activities (see WEEK'S HEADLINERS), which will supplement the work of Time's Washington, D.C., broadcast news bureau, in operation for the past two years.

Five 'exurban' ams join MBS

Mutual announced last week that five independent radio stations located in so-called "exurban" areas have joined as affiliates in the past three weeks.

They are: WBNR Newburgh, N.Y., owned by WBNR Inc., of which Sy Dresner is general manager; KAVL Lancaster, Calif., Antelope Broadcasting Co., Whitford B. Carter, president; KMSL Ukiah, Calif., Jack L. Powell; KCVL Colville, Wash., Colville Broadcasting Co., Merle G. Peterson, general manager; WDCF Dade City, Fla., Pasco Broadcasting Co., B. L. Boring, president. The stations are in "exurbs" of New York, Los Angeles, San Francisco, Spokane and Tampa, respectively, MBS said.

WINS sale extended

Contract for the $10 million purchase of WINS New York from J. Elroy McCaw by Storer Broadcasting Co. was extended last week for another six months. The new deadline date for what is the largest single radio station sale transaction (BROADCASTING, August 1, 1960) is July 10. The $1.3 million contract by Ira Herbert and associates to buy Storer's WWVA - AM - FM Wheeling, W. Va. (BROADCASTING, Sept. 26) also was extended to July 10 in a concommittant action.

Principals complete WBIR-AM-TV transfer.

Transfer of WBIR-AM-TV Knoxville, Tenn., from Taft Broadcasting Co. to WMRC Inc. took place Jan. 4 in Knoxville. The $3¼ million transaction was approved by the FCC last November. Shown at the WBIR closing is (seated) R. A. Jolley, WMRC Inc. president, and (standing, l to r) Hulbert Taft Jr., president of the selling company; Kelly Sisk, treasurer of WMRC Inc. and president of the Greenville newspaper, and Wilson Wearn, executive vice president of WMRC Inc.

STATIONS FOR SALE

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New York State Daytimer doing close to $100,000.00—area holds great potential, a realistic buy at $110,000.00. Terms available.

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This is a single station market, billing better than $60,000.00 per year. $30,000.00 down, very generous terms on the balance. Ideal for owner-operator.

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A 'new frontier' leader for FCC

KENNEDY PICKS 34-YEAR OLD STEVENSON PARTNER TO HEAD AGENCY

President-elect John F. Kennedy selected the man he wants to run the FCC and in so doing caught the commission, the Congress and broadcasting by surprise.

He tapped Newton Minow, 34-year-old Chicago attorney and law partner of Adlai Stevenson. Mr. Minow's background and philosophy fit into other appointments Mr. Kennedy has made. He is young, aggressive, has a brilliant scholastic background and was an active worker in the Kennedy campaign.

Many names had entered into the speculation over Mr. Kennedy's choice as FCC chairman, but Mr. Minow's was never among them. Many of Mr. Kennedy's close confidants had no advance notice of the Minow appointment. It is understood that Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) was not particularly pleased to get the first word of the appointment from news reports. Sen. Magnuson's committee has jurisdiction over communications matters and will hold a confirmation hearing on Mr. Minow.

After he is sworn in Mr. Minow (pronounced min-oh) will tip the balance of power on the commission to the Democratic side, 4-3, for the first time since 1953. He will replace Republican Frederick W. Ford as chairman and will occupy the seat on the commission now held by Detroit Republican Charles H. King, serving under a recess appointment in the post vacated by John C. Doerfer last spring. The Doerfer-King-Minow seven-year term expires next June 30, but the President-elect has already indicated he will reappoint Mr. Minow.

Although Mr. Ford will move out of the chairman's seat, he is expected to remain on the commission. Mr. Ford succeeded Mr. Doerfer as chairman 10 months ago. His term on the FCC runs until 1964.

Near-Record ▪ Mr. Minow is the second youngest commissioner and chairman in FCC history. Charles R. Denny (now vice president of RCA) was made acting chairman in February 1946 two months before his 34th birthday. He was named chairman the following December, four months before he became 35. Mr. Minow will be 35

How Newton Minow got the FCC job

HE'S ABLE LAWYER, FRIEND OF KENNEDY CLAN

The appointment of Newton Norman Minow to the chairmanship of the FCC was a surprise to broadcasters and congressmen, but not to the young Chicago law partner of Adlai Stevenson. It was the only job in Washington he wanted.

Not that he wanted it in the sense he needed it. He doesn't.

Nor in the sense he asked for it. He didn't.

It was his choice. He made it some weeks ago when President-elect Kennedy decided he wanted him in his administration. But he didn't know it was final until last Monday morning.

"I guesss they picked me because I'm unencumbered. I would be completely free to take a fresh look at the regulation problems," he said last week.

Just turning 35 tomorrow (Jan. 17), Mr. Minow is no stranger to radio-tv, but he admits he's anything but an expert. He became aware of the power and prestige of the broadcast media in the early 1950's as administrative aide to Mr. Stevenson when the latter was governor of Illinois. His impression of the impact of the electronic mass communications was strengthened in 1952 and 1956 when he "was very much involved" in Gov. Stevenson's presidential campaigns. He urged the governor in 1956 to suggest tv debates with President Eisenhower, but the suggestion was never carried out, in expectation that the President would decline.

Kennedy Ties ▪ Mr. Minow during the past decade has become associated with the Kennedy family both politically and socially. His personal traveling companion during the 1956 campaign was Bob Kennedy. He first met Robert Sargent Shriver, the new administration's "talent scout" and brother-in-law of the President-elect, in 1952 when Mr. Shriver was working on Sen.

tomorrow (Jan. 17).

Just when the new chairman will be confirmed and sworn in is a matter of conjecture. The Senate Commerce Committee, which must act before the full Senate takes the confirmation under consideration, will be faced by a heavy slate of Kennedy appointments.

One source speculated, however, that Mr. Minow probably will be considered ahead of other appointees to the regulatory agencies because he was the first to be chosen. His appointment was announced Jan. 9.

King's Future ▪ Commissioner King, on leave as dean of the Detroit College of Law, never appeared before the Senate committee for confirmation. He was appointed and sworn in last July while the Congress was in recess for the nominating conventions. His name was sent to the Senate again last week by President Eisenhower, along with several hundred other recess appointments—an action taken to insure that the appointees would be paid until their successors are qualified.

"I hate to go in a way," Commissioner King said last week. He had hoped—and expected—to be able to remain on the commission until the term expired June 30. A recipient of praise for his efforts to speed commission processes, Mr. King said last week that he was just beginning to get his feet on the ground at the FCC. "Now, however, I am assuming that I will be off the commission in 30 days."

He said he would go to Detroit next week to take care of personal business and ascertain his status at the college.

Old to Meet New ▪ Chairman Ford and Mr. Minow, who have never met, talked by telephone last week, and the new chairman has an appointment with Mr. Ford at the FCC this Thursday.

FCC Chairman Ford will revert to the status of commissioner with a record of accomplishments praised by both Democratic and Republican members of Congress, during his 10-month tenure.

Speculation continued last week that the new President would replace one or more of the present FCC commissioners, but there was no solid information to support it. One report published in the *Milwaukee Sentinel* last week was that Wisconsin Democratic leaders had proposed Lew Breyer, onetime film salesman and for the past two years vice president of WXIX-TV Milwaukee for an FCC membership.

Later Mr. Breyer told BROADCASTING that although he understood that local Democratic interests had submitted his name, "I have not been offered a post on the FCC."

"But," he added, "if selected I would be delighted to serve."

Mr. Breyer has resigned from the station.

FCC Commissioner Robert T. Bartley, early leader in the speculation for the chairmanship, again last week denied reports that he would become undersecretary of the Dept. of Commerce. "The only job I am running for is reappointment to the commission in 1965 [when his present term expires]," he said. He has told personal friends that he wants to stay on the commission.

Kennedy's Massachusetts campaign. He has known him well since 1954. Mr. Shriver was president of the Chicago Board of Education until Mr. Kennedy's presidential nomination, when he resigned, and is managing director of Chicago's huge Merchandise Mart, a Kennedy family property. Gov. Stevenson's law firm, however, does not represent the Merchandise Mart.

Gov. Stevenson earlier was picked by the new President to be ambassador to the United Nations. Another partner in the firm, W. Willard Wirtz, has been selected for Undersecretary of Labor. Partner William Blair also is scheduled for a Washington post, as yet unannounced. The firm, though, will continue and will not be dissolved. The Stevenson firm joined with the firm of Paul, Weiss, Rifkind, Wharton & Garrison of New York and Washington in 1957. Mr. Minow is the youngest partner.

As a lawyer, Mr. Minow is general counsel for Encyclopaedia Britannica Films Inc., whose president, ex-broadcaster Maurice Mitchell, is a close personal friend. He is attorney for the Midwest Council on Airborne Television Instruction (although his name has never appeared on any FCC filings), which plans to spread etv over schools in the Midwest from transmitters in circling planes. Another client is *American Heritage*, the magazine that is cooperating with Equitable Life Assurance to provide story material for Equitable's Friday night series on NBC-TV, *Our American Heritage*.

Mr. Minow knows talent's side of broadcasting too. He long has been attorney for *Kukla, Fran & Ollie's* Burr Tillstrom. Another client is his former college roommate at Northwestern, Sander Vanocur, former NBC Chicago correspondent who covered the Kennedy campaign and now is assigned to cover the President-elect. Still another is Robert Fleming, chief of ABC's news bureau in Washington.

FCC Choice ▪ The road to the FCC for Mr. Minow began shortly after the November election, he said last week.

Mr. Shriver phoned and told him he was wanted with the Kennedy administration in Washington. Various possibilities were discussed but no specific decisions reached since Mr. Minow was not particularly anxious to give up his law practice. "I have a family to support and I have to save some money to put my kids through college one of these days," he explained.

Other phone calls followed, some from Bob Kennedy—none from the President-elect, whom he hasn't talked with since before the election. Bob Kennedy, however, usually consulted Mr. Minow for advice on other prospective appointees, rather than his personal future. Still only general possibilities. Perhaps Justice Dept., or one of the agencies such as FTC or SEC.

"About Christmas time I was sounded out about the FCC," Mr. Minow said last week. "It was a field I'm very much interested in. It's important. Challenging."

He continued: "I knew this is what I wanted to do. I'm very interested in radio and television." But he said he explained he would be making "a hell of a sacrifice financially to go down there" (he will be paid $20,500 annually as chairman) and that he would do it only if there was a "constructive" job that could be done. Mr. Minow said that after the call at Christmas time he heard nothing more until last Monday morning and a call from Mr. Kennedy's news secretary, Pierre Salinger, who also is an old friend.

"I guess they have been checking me out," he said. "A few reporters called me Sunday. Apparently they had gotten wind of it. But I told them I knew nothing definite about it. Which I didn't."

Campaign ▪ During the Kennedy campaign, Mr. Minow was one of the organizers and was legal counsel of the National Businessmen's & Professional Committee for Kennedy-Johnson, which headquartered in Chicago. He also was chairman of the local suburban group in New Trier Township supporting Mr. Kennedy.

Asked if Mr. Kennedy's narrow margin in the popular vote would reflect on the strength or attitude of his role as FCC chairman, Mr. Minow said that "when you win a ball game 10 to 9, it's still a win." He continued: "We're responsible now. And we've got to meet the responsibility."

Mr. Minow and his wife will be in Washington this week and will attend the President's inauguration. He has never been at the FCC nor met any of its members or staff, except Commissioner Rosel H. Hyde. "He's a gentleman," he recalled. "It was while we were at a seminar at Princeton a couple of years ago, I believe."

His Background ▪ Called "Newt" by friends, Mr. Minow was born in Milwaukee Jan. 17, 1926. His family was in the dry cleaning business. He attended public schools there and after World War II army service, went to Chicago to enroll in Northwestern U.'s combined liberal arts-law program. He received his B.A. in 1949 from the school of speech and his law degree the following year. He was editor-in-chief of the *Law Review* and was named outstanding graduate, receiving the Wigmore Award as the senior who had done the most for the law school.

Upon graduation he joined the Chicago law firm of Mayer, Friedlich, Spiess, Tierney, Brown & Platt and early in 1951 he was appointed law clerk to Chief Justice Fred M. Vinson of the U. S. Supreme Court.

While in Washington he was approached by one of his former college professors, Carl McGowan, about the prospect of becoming administrative assistant to Gov. Stevenson in Springfield, Ill. He accepted the offer and subsequently became involved in the presidential race of 1952. He stayed with the governor until the end of his term and then returned to the Mayer firm in Chicago.

In 1955 Gov. Stevenson asked Mr. Minow to join him in the new Chicago law firm that he was organizing and this new association brought him into the 1956 campaign. He has been the youngest partner of the firm since then.

Civic Minded ▪ Mr. Minow's activities include the junior board of the National Conference of Christians & Jews and the board of the alumni association of Northwestern. As an active member of the Chicago Bar Assn., he wrote several of the publications that have been issued regarding the local court system. He has lectured widely on public issues and served on the boards of the American Jewish Committee and the Jewish Community Centers of Chicago. His other club affiliations include the Economic Club, Legal Club, City Club, Council on Foreign Relations, among others. The Chicago Junior Chamber of Commerce named him one of the city's 10 outstanding young men for 1960.

He is a member of the Congregation Solel temple, Highland Park, Ill.

He married the former Josephine Baskin of Chicago on May 29, 1949. They have three children, Susan Nell 8, Martha 6 and Mary 2. At home he is thoroughly exposed to radio and tv, even though he is an insatiable and very rapid reader and delights and mystifies his friends by constantly send-

Minnow in a minute: his views on FCC

Newton N. Minow, Jan. 10, 1961, speaking of his forthcoming role as chairman of the FCC:

"I come unencumbered."

"I'm going to be fair."

"The only thing I'm interested in is what the law says. I'm going to protect the public interest."

On self-regulation and voluntary codes: "I'm in favor of industry doing most of this job—if they will do it. From what I see on tv now, things are better. They have upped their standards."

On program control: "The law says no censorship. I agree with that." But the FCC can "encourage" better programming. How, he did not explain.

On educational television: "The country needs it badly. Very badly." He will endeavor to find all means to encourage etv expansion, but would stop short of federal subsidy.

On the Landis Report: He has read it, but not studied it. The FCC chairman-to-be said that he would meet with President Kennedy after he becomes a member of the commission to "discuss" the controversial agency recommendations of Mr. Landis. On a WGN-TV Chicago newscast Jan. 9, Mr. Minow said: " In general, I think the Landis Report is on the right track."

On how to succeed: "When someone asked Herbert Bayard Swope, the newspaper editor, about the formula for success, he said he didn't know. But he did say you would be a failure if you tried to please everyone. Well, I guess that's my guide for the FCC."

On repeal of Sec. 315: He declines to commit himself because of the many technical fine points that need study, but he appears inclined to favor full repeal as far as Presidential and Vice Presidential elections are concerned. Extending repeal to lesser offices and the local level moves the issue into a "highly involved area." But he's very enthusiastic about the idea of "Great Debates."

On pay television, network regulation, color, uhf-vhf and other allocation problems, trafficking, and similar issues: No comment now. Time for study needed.

RADIO KDAL TELEVISION
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"We at WGN, Inc., are exceedingly pleased to announce that the Federal Communications Commission has approved the transfer of KDAL Radio and Television to WGN.

"With the great resources of WGN in programming, production, promotion and research, stations KDAL Radio and Television will bring to the people of the Duluth-Superior region greatly improved service and a broader scope of programs."

Ward L. Quaal vice president and general manager, WGN, Inc.

WGN

441 N. Michigan
Chicago 11, Illinois

ing them clippings on unusual subjects from a wide range of publications from all over the world.

The Minow home has two television sets and several radios. The second tv set in the master bedroom was "an intelligent compromise," Mrs. Minow recalled. She was not very enthusiastic about it before Mr. Minow decided to install it, but now she "can't get along without it" and enjoys it very much. It goes on by remote control switch in the morning so Mr. Minow can catch the news before arising.

He has a radio in the bathroom so he can listen to the news, time and weather while he shaves. "If we had one radio, it would be in the bathroom," Mrs. Minow said. "That's the most important thing."

Mr. Minow "is very interested in all of the public affairs programs," his wife explained, especially the "Sunday afternoon ghetto" and the "good drama shows." He enjoys high level comedy shows too. The family hi-fi isn't very "hi," it's just an ordinary phonograph, but it gets stacked with good music records during the evening to accompany Mr. Minow's reading. He reads all the local papers each day, plus the *New York Times, Wall Street Journal, Christian Science Monitor* and a half-dozen or more others from around the country. His subscription list of top magazines is a long one.

His chief outdoor sport is golf. "He lives for it. He adores it," Mrs. Minow said, chuckling over the fact it is the new President's hobby too, "one of the best-kept secrets of the campaign."

One for the Minow family album

". . . and God bless Mommy and Mr. Chairman."

Eight-year-old Susan Nell Minow usually doesn't ad lib the conclusion of her evening prayer. But she did last Monday night and it really didn't surprise her mother or father, or her little sisters, because unexpected things had been happening all day long.

For instance, just at supper time, Daddy was on television. For the first time ever. Mary, age 2, saw him first and ran over to the big screen and gave Daddy a big, happy kiss. Martha, 6, saw Mary and ran to the set right after her and kissed Daddy too. Nell is getting a little big for that sort of thing, but she decided to join in. She planted a big smack right on the screen. But suddenly the picture had changed. And everyone laughed. She had kissed someone else's daddy.

The telephone had been ringing constantly all day long. It was never like this before. Mother said people called they hadn't heard from in years and years. Ever since their honeymoon even. Mother told one friend, "Usually you have to die to have this happen. It's exciting."

It certainly was. Ever since that morning when Daddy had started out the door to walk to the train station, the phone rang and Mother called out after him: "It's Pierre Salinger, from Boston."

New Senate etv bill

Sen. Warren G. Magnuson (D-Wash), chairman of the Senate Commerce Committee, has reintroduced his bill to provide each state and the District of Columbia with a $1 million allocation for purchase or installation of equipment for educational television.

Under the bill (S 205), co-sponsored by Sen. Andrew F. Schoeppel (R-Kan.), no federal funds could be used for personnel or programming service. An identical bill passed the Senate in the last session, but was not acted on in the House.

There, an etv bill, authorized by Rep. Kenneth Roberts (D-Ala.), was reported favorably by the Commerce Committee but was shelved by the Rules Committee. That measure, as amended, would have provided each state with $750,000 on a matching-funds basis to purchase equipment for etv purposes. It also would have limited to $150,000 the amount that could be spent on any one project.

Late last week, Rep. Lee Metcalf (D-Mont.) and Sen. John Sherman Cooper (R-Ky.) added their names as additional co-sponsors of the Magnuson bill.

FCC give ITT space permit

ITT Laboratories, Nutley, N.J., received FCC authority last week to operate an experimental space communications relay station to reflect signals off the moon and passive earth satellites for basic research and space communications theory. The Nutley station was ordered to use 2299.5 mc for the life of the grant, and authorized to use 2120 mc for six months. The former frequency is in the band allocated for space research by the 1959 Geneva radio regulations. The laboratories will use 10 kw input to a 40-ft. steerable antenna for narrow-band transmissions. Reception will be at the same site. The FCC asked ITT to check out channel-sharing possibilities between space and ground-based microwave transmissions and reception during the one-year life of the permit.

WAVE-TV viewers have 28.8% more TIRED FACES

—and they buy 28.8% more cosmetics, toiletries and beauty aids in general!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

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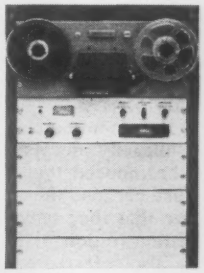
Here in an Ampex under $1000 are all the features broadcasters have requested—combined in a professional recorder so compact it fits just 14 inches of rack space. The Ampex PR-10 offers complete remote control, full monitoring facilities, two professional speeds, optional self-threading, all-electric pushbutton controls, and new frictionless clutch system for gentle tape handling. Alignment controls are all accessible from the front panel, permitting simple installation and adjustment. All parts have been thoroughly life-tested to give broadcasters assurance of studio quality performance and low maintenance over a long life of continuous daily operation.

FEATURES AND ESSENTIAL DATA **PR-10-1 Monophonic** model ($845) available full track or half track—**PR-10-2 Stereo/Monophonic** model ($945) records and plays stereophonic, monophonic, sound-on-sound, cue track, selective track and two-microphone sound • Pushbutton controls of professional relay/solenoid type • Full remote control provisions and accessory remote unit • New automatic 2-second threading accessory, optional • All new compact electronics • Professional monitoring includes A-B switches, VU meters, and 600 ohm output circuits • Separate erase, record and play heads on individual mounts • Open fourth head position for optional 4-track or other playback head • Two speeds: 15 and 7½ ips or 7½ and 3¾ ips • Hysteresis synchronous motor • Proved electrodynamic clutch system for lowest flutter ever in a portable/compact recorder • Plug-in modules for flexibility of equalization and input characteristics • Portable or rack mount • Dimensions for both models: 19" w by 14" h permitting easy replacement of many older rack recorders • Associated equipment includes a four-position stereo/mono mixer (MX-10) and a new 40 watt speaker-amplifier system (SA-10).



PR-10

Literature including specifications, features, benefits and applications available from Ampex. Write Dept. B-2

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Action speaks louder than words

FTC: BEWARE FALSE TV COMMERCIAL DEMONSTRATIONS

It's the demonstration in a tv commercial that causes Federal Trade Commission eyebrows to go up. This was emphasized last week in three communications from the FTC: its yearend report, a speech by FTC Chairman Earl W. Kintner, and a speech by tv-radio monitor chief Charles A. Sweeny.

"Wide attention was . . . given the commission's attack on misleading tv commercials in which 'demonstrations' exaggerated the merits of one product over another." This is how the FTC's yearend report alludes to the complaints which were issued during the past year against such top-flight tv advertisers as Libby-Owens-Ford Glass Co., Brown & Williamson Tobacco Corp., Carter Products Inc., Mennen Co., Alcoa, Colgate-Palmolive Co., Standard Brands Inc., etc.

The FTC's attitude toward demonstrations on tv was explained by Chairman Kintner in a speech to the Eastern Industrial Advertisers in Philadelphia January 5:

". . . a commercial may be considered illegally deceptive if purchasers may be induced thereby to purchase a product because they have been led to believe that they have seen a valid test or demonstration of it."

He also referred to the FTC's order which prohibits the use of demonstrations "purporting to prove claims which the demonstration does not prove."

Representations which may influence prospective purchasers must be truthful, Mr. Kintner emphasized .

In discussing the use of demonstrations to point up assets of a product, comparisons may be a useful means to describe these qualities, Mr. Kintner said, but "false comparisons of competing products may result in competitive harm." This will bring corrective action by the FTC, Mr. Kintner asserted.

Mr. Kintner also stressed the FTC's finding that although no determination has been made on the merits of a product, the collateral visual suggestion that it has been recommended by the medical profession was found to be misleading. This referred to "white coat" advertising, now largely extinct in tv.

Artistic License ▪ Answering the argument that the advertiser should be allowed some "license" in presenting his product, Mr. Sweeny stated that the FTC has not denied that right "insofar as the presentation is honest and truthful and avoids deception."

But, he added, "We have all learned to recognize a sales talk when we hear it, but that which we actually see demonstrated on a tv screen somehow becomes a factual and authoritative presentation which we are not adjusted to so discount, and therefore believe literally."

Discussing the work of the FTC's tv-radio monitoring section before the Chicago Advertising Executives Club, Mr. Sweeny explained that the unit not only checks tv and radio continuities but also spot checks daily newspapers and magazine advertising.

He also related a series of cases which resulted from an FTC staff study of an entire industry. Violations covering all media were presented to the FTC for simultaneous action.

"This method of proceeding seeks to avoid the competitive inequity which might otherwise result and also permits a more efficient means of investigating," he said.

Mr. Sweeny also noted that the commission has won court approval to undertake action against advertisers whose product is not essentially in interstate commerce but whose advertising can be considered to be, and also that the FTC has during the past year won the right to require affirmative disclosures.

PROXMIRE ABOUT FACE

He extols high network aims in Senate talk on tv programs

"In the past few months . . . there has been an impressive succession of genuinely outstanding [television] programs. During the national political campaign we had the now-historic great debates in which the two presidential candidates met face to face. . . . What a magnificent contribution this was to genuine democratic participation in our huge nation. This was an indication of what television can do."

These remarks last week (Monday) were voiced, not by a representative of the broadcasting industry, nor by one of its avowed friends. The speaker was Sen. William Proxmire (D-Wis.) who has been a frequent critic of television. In fact, during the Senate debate last August on the payola bill, he tried, unsuccessfully, to attach amendments calling for network regulation by the FCC and authorizing the commission to suspend station license (BROADCASTING, Aug. 29, 1960).

While he still feels there is "too much trivia on the air," Sen. Proxmire now believes there is more profit in trying to encourage the networks to aim high —and in patting them on the back when they do—than in attempting to tighten the screws of government regulation.

A Better Tack ▪ The legislative proposals he made last August, he conceded, received little support. "It's better," he added, "if the networks can produce worthwhile programs out from under the thumb of government control. I want to encourage them in this."

And his speech did indeed overflow with praise of the news and public events aspects of television network programming. "The coverage of the campaign, and the election, brought more Americans into closer contact with the meaning and excitement of politics than ever before, as the personalities and the policies of the candidates and the parties were revealed in painstaking detail. Thanks to television, this was the best informed electorate, in my judgment, in our history. . . . Other broadcasts [network news specials on significant domestic and international problems] have continued this high level of television programming."

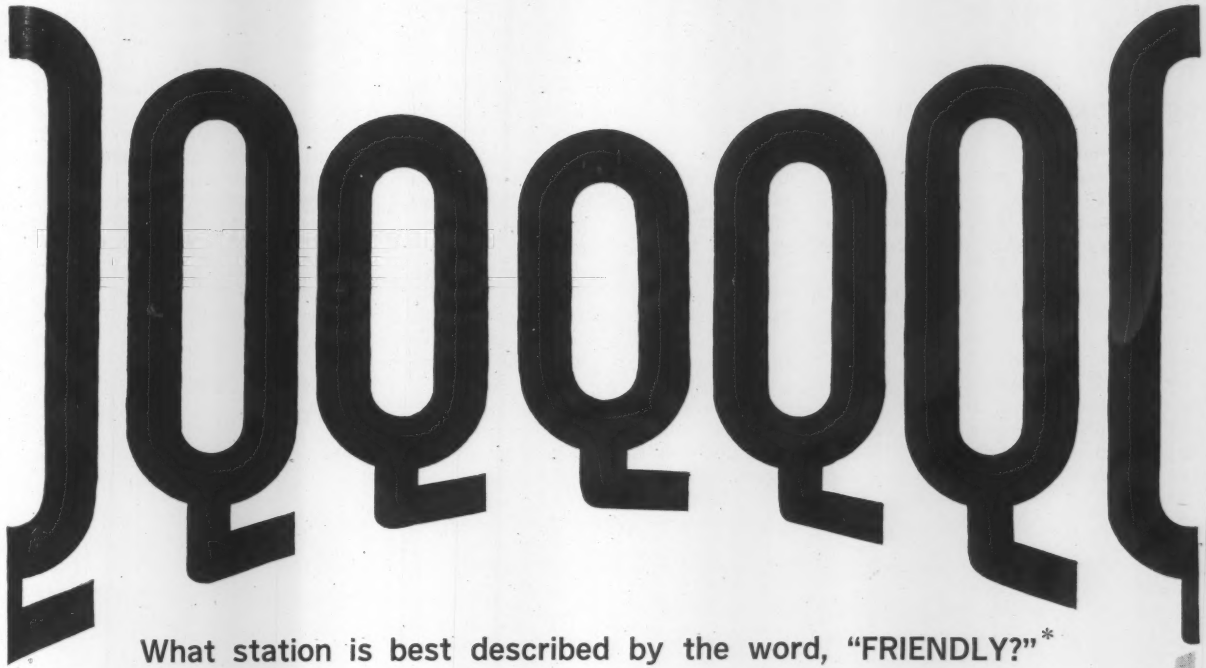
Government briefs...

Opposed to pay tv ▪ Fifty-four residents of Norwich, Conn., have submitted a petition to Congress opposing pay television. The petitioners said they felt pay-tv was "contrary to the American tradition" and would kill free tv. The petition was introduced by Rep. Horace Seely-Brown (R-Conn.), who said he has not taken a stand on either side of the issue.

The Clark-Scott Debates ▪ The number of Pennsylvania television and radio stations carrying the regularly scheduled, bi-weekly debates of the state's two U. S. senators, Republican Hugh Scott and Democrat Joseph S. Clark, has increased more than 50%. Ten tv and 33 radio stations now broadcast the debates, compared with seven tv and 20 radio stations last year.

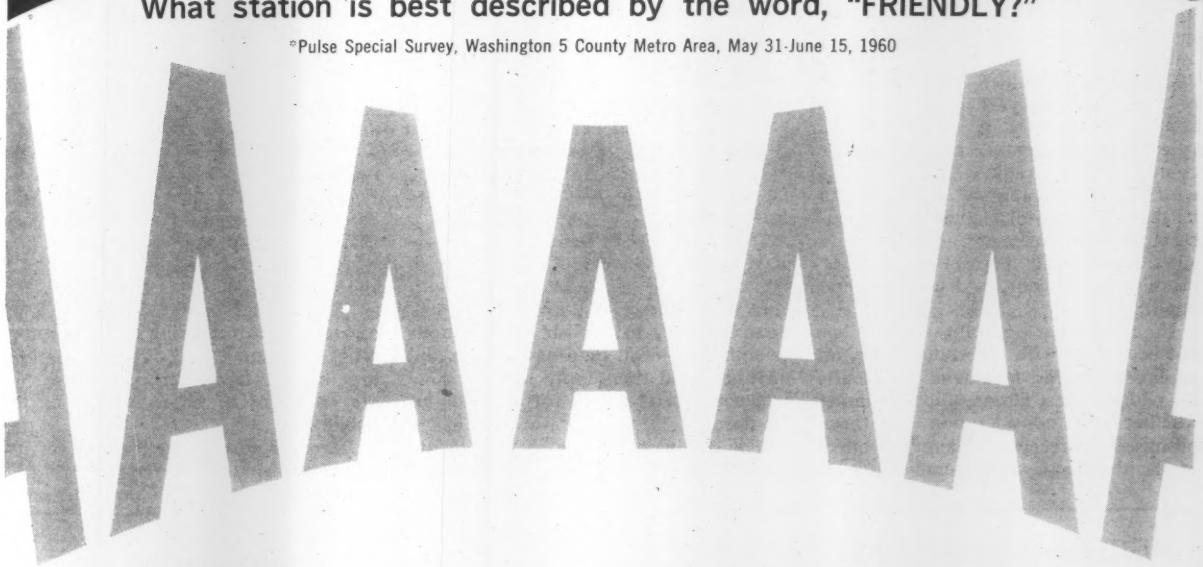
Humphrey raps VOA ▪ Sen. Hubert Humphrey (D-Minn.) has criticized the Voice of America for failure to get "our message through" to the people of Latin America. He blamed the alleged failing on the Voice's limited number of information broadcasts south of the border. He expressed confidence that the Kennedy administration will try to make VOA more effective. Sen. Ralph W. Yarborough (D-Tex.) expressed similar criticism of current VOA programming, calling for "an immediate reappraisal" of U. S. information programs beamed to Latin America. He said USIA activities should be stepped up.

Spice in Red propaganda ▪ The United States Information Agency, in a report on Communist-controlled international broadcasts between 1948 and 1959, says the Reds' "heavy" propaganda programming is spiced with scientific and cultural shows, quizzes, polls and language lessons.



What station is best described by the word, "FRIENDLY?"*

*Pulse Special Survey, Washington 5 County Metro Area, May 31-June 15, 1960



WWDC—FIRST . . . and a runaway leader in the popularity poll for the friendliest radio voice in Washington, D.C. Which proves the effect of our often-aired slogan . . . "the station that keeps *people* in mind."

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

For full details on radio leadership, write WWDC or ask your Blair man for a copy of WWDC's new "Profile of Preference."

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

ANOTHER FCC 'PAY-OFF' RULE

Requires submission of all facts in applicants' agreements when one drops contest for same facility

In its continued get tough policy against "pay-offs" and strike applications, the FCC took two steps last week designed to make it harder for an applicant to practice either. Specifically, the commission:

▪ Adopted new rules requiring that it be given all the facts in agreements designed to remove a conflict between competing applicants.

▪ Issued rulemaking which, when a lone applicant for a frequency in one city mutually exclusive with one or more applications in another city withdraws, provides that an entirely new applicant can apply for the same facility in the abandoned city for 30 days.

The adopted rules are the latest designed to implement congressional amendments to the Communications Act passed last September (BROADCASTING, Sept. 19, 1960) by Congress and signed by the President. They fall under requirements of Sec. 309 (c) of the amended act and become effective Feb. 20.

Under the rules, when two or more applicants enter into an agreement where one or more drop out of the contest, a joint request must be filed with the commission for approval. To be included are full factual details concerning the agreement and any consideration which has been paid or promised to the parties dismissing their applications.

In cases where a joint petition has not been filed with the commission, an applicant seeking to amend or dismiss his petition must file an affidavit stating whether any consideration has been promised or received where the effect of the dismissal would remove a conflict with another applicant. Likewise, the remaining applicant whose conflict would be removed must file a similar statement setting forth any payment promises he has made, if any.

Where such agreements remove all issues in a hearing, the FCC delegates authority to the chief hearing examiner to terminate the proceeding and make appropriate disposition of the applications involved.

A Bartley Proposal ▪ The rulemaking issued last week was proposed by Commissioner Robert T. Bartley. Comments were asked by a 4-3 vote, with Commissioners Rosel H. Hyde, T. A. M. Craven and John S. Cross dissenting.

If adopted, it would require the commission to approve the withdrawal of the only applicant in a given city only after other persons have been afforded an opportunity to apply for a station in the same city on the same frequency.

Falling under Sec. 307 (b) of the Communications Act, the proposed rule was explained this way: Applicant A is seeking a new station on xx kc in Minneapolis; Applicant B wants the same facility in St. Paul. Because only one of the applications could be granted in the neighboring Twin Cities, they are set for hearing.

Applicant A then decides to withdraw in Minneapolis, leaving Applicant B with no competition. However, before Applicant B could receive a grant, Applicant A would have to publish his intentions to withdraw in St. Paul newspapers and anyone could then apply for the same frequency in that city for a period of 30 days.

The rule would not apply if both applicants are seeking a station in the same city or if multiple cities are involved with two or more applicants for the contested facility in the city where one seeks to withdraw. Sec. 307 (b) states:

"In considering applications for licenses and modifications and renewals thereof, when and insofar as there is demand for the same, the commission shall make distribution of licenses, frequencies, hours of operation and or power among the several states and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same."

Comments on the proposed new rule are due Feb. 20.

FCC grants extension on trafficking comments

The FCC last week granted requests by NAB and Storer Broadcasting Co. for an extension of time for filing comments on the FCC's proposal for severe curtailment on sale of station held less than three years.

The deadline for comments was extended from today (Monday) to Jan. 26; replies are due Feb. 6.

Both NAB and Storer said that they agree with the purpose of the proposed new rules—to ban trafficking in licenses—but more time is needed to prepare constructive comments. "Questions have arisen with respect to the precise application of certain aspects . . ." of the rulemaking, NAB said.

In a comment filed last week, John Sanders, president of KBGC Chipley, Fla., said the commission proposal ". . . would stifle the broadcasting industry and eventually destroy its use to the public." He urged the FCC to find other means to halt trafficking in station properties and to ". . . keep American broadcasting free enterprise, please. We are supposed to be a servant of the public.

"Are we now going to be a servant of the government?"

ABC, tv affiliates ignore Bennett threat

James V. Bennett, director of the Federal Bureau of Prisons, has declared war on *The Untouchables*.

Stung by what he alleged were "unfound implications reflecting on the integrity of the officers of the bureau" in the Jan. 5 segment dealing with the transfer of gangster Al Capone from Atlanta federal penitentiary to Alcatraz, Mr. Bennett asked ABC-TV to postpone the second part. Upon the network's refusal, Mr. Bennett sent telegrams to 10 ABC-affiliated tv stations (all whose licenses are up for renewal) asking them not to carry the second part. If they did, he said, the Bureau of Prisons would oppose their license renewals.

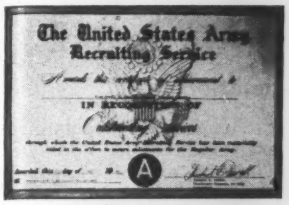
The wires went to WFGA-TV Jacksonville, WLOF-TV Orlando, WPST-TV Miami, and WEAT-TV West Palm Beach, all Florida, and to ABC-owned stations WABC-TV New York, KGO-TV San Francisco, WBKB (TV) Chicago, KABC-TV Los Angeles, WXYZ-TV Detroit and KQV Pittsburgh.

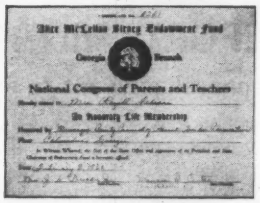
Mr. Bennett muffed the last one; KQV is owned by ABC but it's a radio station.

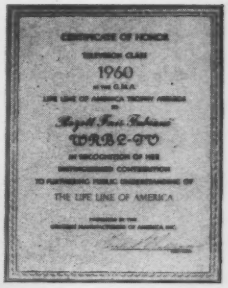
All stations announced they would carry the program, despite Mr. Bennett's threats.

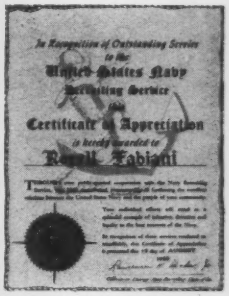
What aroused Mr. Bennett, and apparently prison guards everywhere, were scenes which indicated that guards transporting Capone by train from Georgia to San Francisco Bay had their hands out for bribes.

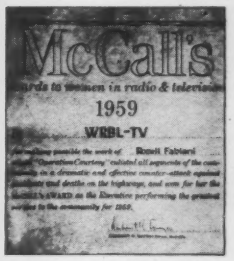
In responding to Mr. Bennett's first telegram, ABC General Counsel Omar F. Elder Jr. said that he didn't believe the tv audience regards the unfavorable portrayal of one or two individual guards as representative of others. Mr. Elder said the network must "respectfully" decline the request. Mr. Bennett had said he wanted the second part postponed until he could confer with the Attorney General and with the FCC.











Young Charles Collins assists Rozell in the semi-annual WRBL-TV polio immunization drive

ROZELL is ONE of These PEOPLE

Consistent public service . . . presented in the atmosphere of daily family life . . . gives *At Home with Rozell* a special place in the hearts of Georgians and Alabamians.

Rozell Fabiani's devoted and enthusiastic public looks upon her as something more than a "TV personality." She has a long list of civic contributions and accomplishments dating from her inaugural program in 1954. Now in its 7th year, *At Home with Rozell* continues to draw loyal and inspiring praise.

People like Rozell . . . plus other local programming and public service . . . make WRBL-TV a leading influence in the Columbus area. Such people and programs sell products, . . . and win awards, too.

AWARDS RECEIVED BY "AT HOME WITH ROZELL"

Certificate of Appreciation
Navy Recruiting — State of Georgia — August 12, 1955

McCall's Award
Otis Lee Wiese, Editor & Publisher — McCall's — 1957

Honorary Membership
The Legion of Mountaineers — June 10, 1958

McCall's Award ("Operation Courtesy")
Herbert R. Mayers, Editor — McCall's — 1959

Carol Lane Award (Traffic Safety)
National Safety Council — 1958

Certificate of Honor (Contribution to furthering public understanding of The Life Line of America)
Grocery Manufacturers of America, Inc. — 1960

Honorary Life Membership
National Congress of Parents and Teachers — February 8, 1960

Certificate of Achievement
The United States Army Recruiting Service — May 17, 1960

COLUMBUS, GEORGIA
WRBL (CBS) TV Channel 3

WEEREBEL

Represented by George P. Hollingbery Company

MICHIGAN'S

UPPER PENINSULA IS EASILY AVAILABLE

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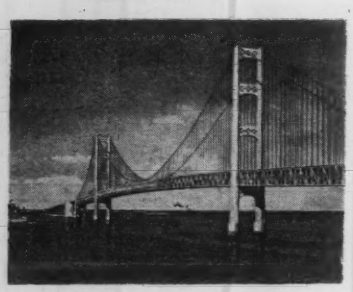

The New $100,000,000 BIG-MAC Bridge

carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV Traverse City — **WTOM-TV** Cheboygan

One Rate Card

Covers **25** Northern Michigan Counties INCLUDING a big chunk of the U. P. and parts of Canada

Offering the Only Principal City Grade and Grade A coverage to Traverse City, Cheboygan, and much of Resort-Rich *Northern Michigan*

Reach the MOST homes with P B N *

7000 **MORE** Homes Reached Than Sta. B (M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B (M-F, 6 PM-Mid.)
2800 **MORE** Homes Reached Than Sta. B (Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B (Sun. 6 PM-Mid.)

*ARB (March, 1960)

Network Representative Elisabeth Beckjorden

LANDIS REPORT: HILL TO WAIT & SEE

Congressmen generalize, want to see legislation first

"It all depends on how much power an overseer would have. Would he have the power to regulate, Would he be an appellate court to whom the agency or an applicant could appeal? Would he have the power to intervene?"

These questions were voiced by Rep. Emanuel Celler (D-N.Y.), chairman of the House Rules Committee, asked to comment on the Landis Report's recommendation of an administrative overseer in the White House. But they reflected the view of a number of other key congressional Democrats who aren't yet ready to endorse specific proposals made by the former Harvard Law School dean, James M. Landis—the man picked by President-elect Kennedy to be his advisor on regulatory agencies.

While most of those queried had applauded the report, their comments were—and continue to be—general. Before getting specific, they want to see the legislation that is introduced to implement the Landis recommendations. As was indicated by Rep. Celler's remarks, they aren't anxious to cede prerogatives they regard as congressional to the White House.

The most enthusiastic response to the proposal for a White House advisor came from Sen. John A. Carroll (D-Colo.), chairman of the Senate Administrative Practice & Procedure Subcommittee. He thought the appointment of a White House advisor—provided the man filling the role didn't assume the powers of a "czar"—is "a wise move." It provides the President with a man to keep tabs on the agencies and to advise him in the selection of agency personnel and formulation of policy, Sen. Carroll said.

"If we are going to have corrective action, it's got to come from the President," he added. "Congress doesn't have the time." But at the same time, Sen. Carroll said he doesn't expect the agencies to be "robbed" of their basic jurisdiction.

At the moment, he feels the chief value of the Landis report is that it has "put the spotlight of publicity on these agencies." The job of the President and the Congress now is to keep it there he said, adding: "If new legislation is needed, we ought to provide it. If more money is needed, we ought to give it. And if more men are needed, we ought to help get them."

A more cautious approach was taken by Sen. Warren G. Magnuson, Senate Commerce Committee chairman, who noted the Landis Report constitutes only recommendations. "We'll have to wait and see what legislation implementing the Report comes up," he said.

Sen. Magnuson, who plans to meet

The end of broadcasting's status quo?

James M. Landis, who has been selected by President-elect Kennedy to oversee the regulatory agencies, including the FCC, last week tossed off several remarks calculated to upset the broadcasting *status quo*. Examples:

- He said the FCC should have its hand in programming control.
- He believes that government should "explore" the possibility of establishing a tv network, similar to the BBC, that would compete with commercial networks.

Mr. Landis' comments were made under questioning by newsman Mike Wallace for use on WNTA-TV Newark-New York's The Mike Wallace Interview last Thursday (Jan. 12). The discussion leading up to the FCC programming control and government tv network observations dealt with the need for more tv channels in the U. S., with Mr. Landis espousing the placing into use of more uhf channels through intermixture.

Mr. Landis defended the various positions he took by saying they were designed to raise what he called "the lowest common denominator level" of television as it exists today. He agreed that his proposal—that the FCC should have a say in programming—would be opposed by networks, local stations, advertisers and agencies. He did not specify how much control he would want to vest in the FCC.

On the question of a government-operated tv service, raised by Mr. Wallace, Mr. Landis said he was not prepared to "push" for such an operation immediately but believed that such a project should be considered. He noted that Great Britain had the BBC for some years and subsequently found it desirable to have competition from private television sources.

"It might be that we can have so many channels available that it might be desirable to have the government at least condescend to do something for the fine arts . . . on television as well as elsewhere."

"IF THE RCA TV TAPE RECORDER COST $5000 MORE, WE WOULD STILL BUY RCA"

—says Stanley E. Hubbard of KSTP-TV

Says Stanley Hubbard, "After a careful study for over a year, our Engineering Staff decided that the RCA Television Tape Recorder was the best on the market. It was obvious to us that RCA advantages make all the difference in picture clarity and realism.

"Since that time, we have purchased three TV Tape Recorders—one color and one monochrome for KSTP, and a monochrome for KOB-TV Albuquerque. Today's increased sales are keeping our facilities humming. Our advertisers are sold on the consistently high quality of our taped commercials."

The value of installing RCA TV Tape Equipment is being proved at more and more stations where nothing less than the best will satisfy. Superb pictures, outstanding convenience in operation and unequalled service during and after the sale are advantages that only RCA with its years of television experience can promise and produce.

Discover for yourself all the values of owning the RCA TV Tape Recorder. Check Stanley Hubbard and other enthusiastic users . . . see your RCA representative. He can give many reasons why this advanced Tape Equipment is the best buy for you.

RCA Broadcast and Television Equipment—Camden, N.J.

RCA

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

next week with Mr. Landis to discuss the latter's recommendations, said the objectives of the report and of his own committee's investigation of the agencies are the same in some respects—the elimination of huge backlogs of cases and the simplification of agency procedures. But he declared that Congress would "take a long hard look before making any drastic change in the regulatory agencies." These agencies, he noted pointedly, "are arms of Congress, and to change that, we'd have to change the law."

Like Sen. Carroll, he also favored the idea of a White House expert on administrative agencies who could assist the President in selecting personnel.

Even more tentative in his view was Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and its Communications Subcommittee, who declined to go beyond the language in the final report of his recently-expired Oversight Subcommittee. That document said that neither the executive nor the legislature should have exclusive jurisdiction over the administrative agencies; that there is plenty of room for cooperation between the two branches. However, Rep. Harris did say that the appointment of an overseer does not "necessarily" mean the independence of the agencies would be compromised.

Rep. Celler reintroduces license renewal bill

Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, last week introduced a bill (HR 1748) aimed at making sure broadcasting license renewals are granted only to those permittees who have toed the line. He feels the FCC has been "derelict" in the way it has granted renewals.

Broadcasters, he said last week, have only a temporary license to operate—"not a lifetime guarantee." The FCC should hold hearings to determine whether they in fact have been operating in the public interest, he said.

His bill would authorize the FCC to issue a conditional one-year license where the public interest warrants. At the expiration of the year, the commission could grant a renewal of the original three-year license if it finds "that the licensee has met the terms" of the conditional permit.

In making its determination on a renewal, the commission would be required to consider, among other things, whether the station has engaged in rigged quiz shows. An identical measure was introduced by the New York congressman last year, but it never was reported out by the House Commerce Committee.

Rep. Celler, one of broadcasting's sharpest critics, feels radio-tv operations "are conducted with a view to raking in the greatest amount of shekels—not in promoting the public interest."

He doesn't want FCC censorship of broadcasting, he said. But he does want the FCC to determine whether the broadcaster has been operating for the benefit of the listener "or Madison Avenue." The broadcaster, he said, "should be on his mettle constantly—the burden of proof should be on him as to whether he has been operating in the public interest."

And, alluding to the issue of trafficking in station licenses, he added: "Congress never intended to permit anyone to make inordinate profit on the sale of station licenses. The reason so much money can be made is that radio and tv appeals only to the lowest common denominator."

Fiscal 1960 was a busy year at the FCC

There now are over 2.8 million outstanding radio authorizations (up 400,000), with 1.9 million licensed operators, the FCC pointed out in its 26th annual fiscal report to Congress, released yesterday (Jan. 15). There are more than 668,000 radio stations in 65 different categories, the commission said.

"In general, the report endeavors to point out the tremendous growth of radio services, the expansion of both domestic and international telephone and telegraph facilities and the commission's policies and problems in dealing with them," Chairman Frederick W. Ford stated in a letter of transmittal to Congress. It covers fiscal 1960 (July 1, 1959, to June 30, 1960).

The commission leads off with a discussion of its activities in the programming field, highlighted by public hearings a year ago. "The commission considered how far it should go in dealing with programming . . . [and] past thwarted attempts to regulate certain types of programs," the report stated. Listed accomplishments were rules against payola and deception. Of 500 licenses held up at year's end, about half involved payola or other undisclosed advertising, the commission said.

Activities are listed in political broadcasts, allocations, fm, clear channels, space communication, compliance and complaints, national defense, research, litigation and legislation, among others. At the end of the fiscal year, the commission had 1,300 employes, one-fourth of whom were engaged in field engineering. The 12-month period also saw Frederick W. Ford replace John C. Doerfer as chairman, Robert E. Lee reappointed to a seven-year term and Charles H. King join the FCC under an interim appointment.

Winning Record ▪ The commission, the report pointed out, won all but one of 22 cases appealed to federal courts during the year. It was a party to or participated in 109 federal court actions, of which 39 were pending at the year end. Broadcast applications accounted for 612 of the 794 docket cases pending at the close of fiscal 1960 (June 30). Of these, 429 were am, 116 tv, 54 fm and 13 in other broadcast activities. Also during the year, 106 of 145 initial decisions were on broadcast applications.

Applications of all kinds received by the FCC during fiscal 1960 increased by 102,000 to nearly 700,000. The commission's Washington office handled 1,685,000 pieces of mail—an increase of

Kennedy sets first live radio-tv news conference

The first live radio-tv coverage of a presidential news conference is definitely scheduled Jan. 25, 6-6:30 p.m., EST five days after the inauguration of the new chief executive. All radio and tv networks have indicated they plan to cover the conference.

A live-coverage conference every five or six weeks is planned by President-elect Kennedy, according to Pierre Salinger, his news secretary. The dinner hour will be scheduled for occasional conferences because the potential audience is greatest at that time.

During the Eisenhower administration, news conferences have been held during the morning. President Eisenhower was first to permit radio-tv tape and film coverage.

Mr. Salinger's staff and broadcast newsmen have settled on either of two auditoriums—State or Commerce Dept.—for presidential news sessions. These will accommodate more reporters and provide better broadcast pickup facilities than the old Indian Treaty Room used by President Eisenhower.

A final news conference was scheduled next week by President Eisenhower. In addition he will make a final broadcast report to the people Tuesday, Jan. 17, 8:30-9 p.m., EST on all radio and tv networks.

The Kennedy administration will have an assistant news secretary for radio-tv and one for print media, according to

185,000 over the previous year. Over 600,000 of the mailings were outgoing, the remainder incoming.

Applications involving changes in station ownership totaled nearly 1,500 for the fiscal year, the commission pointed out. This represented a slight increase. Broadcast applications received totaled 12,613, 611 more than in fiscal 1959.

A rising problem for the commission's field force is the illegal transmission of horse racing results for betting purposes, the annual report stated. Apprehension is becoming increasingly difficult because of the trend toward miniaturizing transmitters and the ease of concealing low-power broadcast stations on a person's body.

Of interest to broadcasters east of the Mississippi, the commission said that over 1,200 four-letter call letters beginning with "W" have been relinquished by the government and now are available for private use. The commission said that as in the past it will continue to negotiate with the government when a request is made by a broadcaster for individual call letters assigned to government use.

Purchase price of the publication has been cut this year from 65¢ to 45¢. Copies of the 159-page document are for sale by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C.

source close to Mr. Salinger. Unofficial information mentioned Elizabeth Carpenter, correspondent for Texas newspapers and *Variety*, as one of those being considered for a White House news post.

Bill Wilson, New York producer who took part in the Kennedy campaign appearances on tv, has been retained as a consultant to coordinate arrangements with networks for the Kennedy news conferences.

Broadcast bureau against expanding am case issues

The FCC's broadcast bureau last week asked denial of one applicant's petition for enlargement of hearing issues in an am contest case to determine whether the other applicant had filed a strike application to thwart or delay the petitioner's application. Such a charge had been made by Queen City Broadcasting Co. against Val Verde Broadcasting Co. in their contest for an am frequency in Del Rio, Tex. (BROADCASTING, Jan. 2).

The bureau said Queen City's petition to enlarge issues actually was a request for reconsideration of the FCC's refusal to permit, as an issue, the question of whether Val Verde acted in bad faith. The bureau said the charges already have been considered and there's no new evidence.

Queen City itself last week opposed requests by Val Verde and KDLK Del Rio for enlarged issues, to include Queen City's financial qualifications. The opposition held there has been no evidence to warrant it; that the request stemmed from Val Verde's desire to "cross examine" because its own financial qualifications will be under scrutiny. Queen City also objected to KDLK's request for determination of whether Del Rio can support an additional radio station.

A pre-hearing conference is scheduled Jan. 24.

NAB asks automation of operational logs

NAB Friday (Jan. 13) asked the FCC to institute rulemaking to permit stations to use electro-mechanical automatic logging instead of the manual logging now required for recording operational measurements.

Experiments by several stations have shown automatic logging results in superior accuracy, NAB stated. Experiments were conducted by WSJS Winston-Salem, WTOP-AM-FM-TV Washington, WIP Philadelphia, KFI Los Angeles, and others. NAB engineers followed the progress and success of the automatic logging experiments, conducted over several months, the petition said.

The automatic loggers can record all parameters normally entered manually such as output current, final stage plate current and voltage, obstruction lighting, frequency deviation, operating hours and any interruptions to the carrier, NAB said. "In tests, all readings were recorded with unusually high degree of accuracy and all at the precise times called for by the operating logs or sooner," the association said. The system, NAB maintained, would virtually eliminate improperly maintained operating logs, the most cited violation category in FCC rules.

NAB also asked the commission to relax rules on frequency deviation readings for am stations.

House Rules' Rep. Smith favors Sec. 315 changes

Broadcasters interested in prying Sec. 315 loose from the Communications Act may have overlooked somebody willing to help—Rep. Howard W. Smith (D-Va.), chairman of the powerful House Rules Committee.

He said last week he not only favors the Magnuson Bill (S 204) but thinks it "should go further." The Magnuson Bill would make permanent last year's temporary suspension of Sec. 315 as it affects presidential and vice presidential candidates.

He was not ready to say how far down the ticket he felt the suspension should be carried. But he did say the equal time provision "doesn't make sense—we've got to do something."

Meanwhile, another important House figure, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and its Communications Subcommittee, said he isn't ready to express his views on the Magnuson Bill. He said he won't comment "until certain things developed." He wouldn't elaborate.

Two views on viewing

The Republican Party should seriously consider asking networks for equal time if President-elect Kennedy uses his proposed live evening televised news conferences as "forums for propaganda," Sen. Thomas H. Kuchel (R-Calif.) has said.

Sen. Kuchel, assistant Senate minority leader, said he is sympathetic to the interest of the American people in seeing the President and getting his thinking via tv, but if he uses a tv conference to take a "position of advocacy on highly controversial issues," it raises question of whether the GOP, as an entity, shouldn't be entitled to give its own viewpoints over the same facilities.

The FCC last week...

▪ Hearing Examiner Forest L. McClenning, on own motion, postponed hearing scheduled to begin Wednesday (Jan. 18) in St. Louis on FCC license revocation proceedings against KWK St. Louis. New date for hearing was not set pending commission disposition of KWK request for bill of particulars specifying charges against the station (BROADCASTING, Nov. 28, 1960).

▪ Received petition from Philco Broadcasting Co. asking that its application for ch. 3 Philadelphia and NBC application for renewal of its WRCV-TV on same facility be set for early hearing. Philco, which filed for channel last May two days after NBC applied for renewal (BROADCASTING, May 9, 1960), said commission is required under law to hold comparative hearing. Congressional intent in requiring station renewals every three years is to enable new applicants to compete for existing facilities, Philco argued. Petition charged that FCC is guilty of unnecessary delay in sitting on applications for eight months without acting. Also, Philco said, NBC has no legal right to sell station to RKO General, approval of which is pending, because WRCV-TV has been operating without a license since last August.

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WHO'S TV TOWERS BOSS?

Broadcasters, aviation interests clash over FCC, FAA jurisdiction at hearing

Dissension flared anew last week over the jurisdictional issue of which government agency has the final say on where—and how high—tv towers may be.

The troublesome issue came to a head when air interests clashed with broadcast spokesmen at a Federal Aviation Agency "fact-finding" hearing.

The hearing was held to permit interested parties to discuss the FAA's proposed rules governing tall structures.

Broadcasters had been hopeful the jurisdictional quarrel had been resolved to give the final word to the FCC. This was their understanding of a statement last November by FAA Director Elwood R. (Pete) Quesada that maintained the FCC must accept the FAA's determination of what constitutes an air hazard, but that the FCC retains the final authority on whether to grant a construction permit (BROADCASTING, Nov. 21, 1960).

Last week's hearing, called by request of broadcasters and other affected parties, dealt with a proposed FAA rule which, if adopted *in toto,* would cause broadcasters great expense and delay in constructing antennas and might well disturb the FCC's entire allocation plan, according to broadcast witnesses.

The proposed FAA rule would establish new criteria for determining what constitutes a "hazard" to air safety. It would establish complicated formal proceedings to judge whether a tall structure would affect airspace, and would provide for the establishment of antenna farms by FAA direction. The rule also would provide for informal proceedings (somewhat similar to those held in the past) as preludes to the formal hearings. This provision met little opposition from broadcasters or any other witnesses.

Full House ▪ Charles Carmody, chief of the FAA Airspace Utilization Division, was chairman of the hearing, and was assisted by Charles J. Peters, the division's chief attorney. More than 50 persons packed the FAA conference room. Mr. Carmody said the hearing's purpose was to get the views of the public to aid the FAA in making an informed decision on the proposed rule.

Although the witness list was not divided officially into proponents and opponents of the rule, members of one faction could be characterized as favoring slight alterations or exemptions to suit their particular interests. These parties included the Assn. of American Railroads, the National Assn. of Real Estate Boards, several power companies, the American Petroleum Institute, several state aeronautic departments and the Special Industrial Radio Service Assn.

A second group desired major changes and deletions. NAB, the Federal Communications Bar Assn., Assn. of Maximum Service Telecasters and Storer Broadcasting Co. were those who took issue with the FAA proposals.

Staunch defenders of the proposal, pretty much as proposed, were Air Transport Assn., National Business Aircraft Assn., Aircraft Owners & Pilots Assn., Airline Pilots Assn. and National Aviation Trades Assn. Several representatives of municipal or state air departments or local airports generally agreed with the rule's provisions, but suggested local autonomy and zoning statutes be specifically recognized.

Special Interests ▪ The issue of jurisdiction between the FCC and the FAA was contested by the broadcast and air interests. The other parties were mainly concerned with criteria and how it would affect tall smokestacks on generating plants, railway overhead lines, tall buildings, microwave antennas stretching through remote geographical areas along oil pipeline routes, etc.

Each party prefaced testimony with statements expressing general approval of the necessity of maintaining air safety. There was disagreement about procedural methods.

The first clash indicating the disparity between broadcast and air interests came during testimony by William K. Lawton, executive director of the National Business Aircraft Assn. He maintained the Federal Aviation Act of 1958 "clearly assigns authority" over the location and height of all antennas and all controlled airspace to the administrator of the FAA, not to the FCC.

This contention was the battle cry of air interests throughout the 1½-day hearing. Mr. Lawton, responding to a question by Douglas Anello, NAB chief counsel, cited some dozen sections of the aviation act which, he felt, gave FAA final authority over tall towers.

NAB Position ▪ Charles H. Tower, NAB tv vice president, traced the history of FAA-FCC relations, emphasizing the past coordination and amicable solutions between the two agencies. He said the FCC historically has been the final authority on tower height and placement and that nowhere has Congress intended to revoke or diminish this FCC power.

Since 1946 all airspace problems in-

volving proposed antennas have been heard by a regional airspace panel in an informal proceeding. The local panel's recommendations then were referred to a Washington airspace panel if an adverse recommendation was submitted or if the panel members failed to agree that the tower constituted no aeronautical hazard. Further informal proceedings then ensued. In only two cases did the FCC issue permits for towers against the recommendations of such airspace panels, according to Mr. Tower, and these "only after a full adjudicatory hearing in which all interests had an opportunity to be heard."

Turning to the proposed rule (which would supersede the now-defunct airspace panel procedure), Mr. Tower objected to the language which would classify as a hazard to air navigation any structure falling within certain criteria unless granted an exemption. Mr. Tower and other witnesses felt the term "hazard" should be changed. "Study objects" or "obstructions" were suggested by other witnesses. Mr. Tower called the "hazard" language "a blanket characterization before the fact."

While Mr. Tower favored the informal hearings suggested by the new rule, as did the other broadcast witnesses, he felt improvements could be made over previous hearings. He suggested reasons be required in adverse ruling and that applicants be given the opportunity to question those opposing; that the FAA be required to submit a statement on the height or location it would approve, and another on the proposal's effect on aeronautical interests and the changes necessitated for air interests to accomodate the antenna in question.

He also suggested that decisions from these informal procedures be handed down and passed along by specified deadlines.

All broadcast witnesses joined in condemning the provisions for formal hearings of tall-tower applicants before the FAA. Similarly, the plan for antenna farms was viewed with alarm as a threat to the existing allocations plan.

Hits Administrative Waste ▪ Robert M. Booth Jr., president-elect of the Federal Communications Bar Assn., in general supported the NAB position. He praised the past success of FAA-FCC informal procedures but said of the formal hearings: "Dean Landis' hair would stand on end" at the waste shown by Federal agencies if the FAA and FCC were to hold separate but duplicate hearings on tall towers. He said the decision of the FAA alone would have no legal effect.

Mr. Booth suggested a transcript of the informal hearings be kept; cross examination be allowed and reasons for adverse decisions be given.

Abiah Church, assistant secretary and

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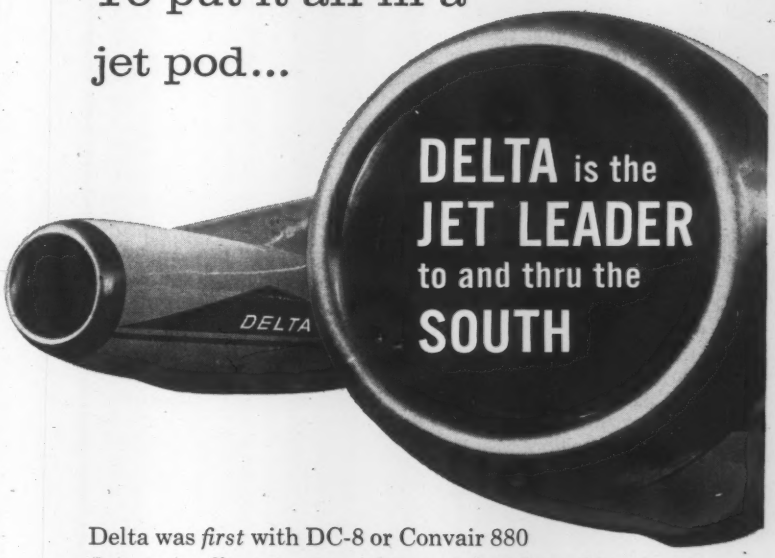

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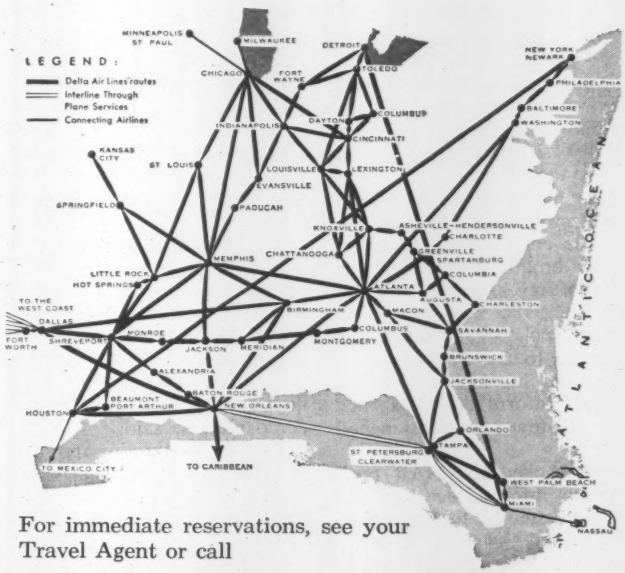

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staff attorney of Storer Broadcasting Co., expressed fear that if the rule were adopted, the FAA would become "a mere instrument of delay" in antenna cases. He said that the FCC encourages common antenna locations but that the FAA shouldn't be allowed to establish them by rule.

Mr. Church said that Storer had found airspace panels' decisions "often inequitable." He said that all members represented aeronautical interests and had a limited knowledge of broadcast matters. FCC and NAB representatives were present, he said, but did not vote. He charged panel members had inflexible instructions and were ordered to vote their agencies' positions despite the facts involved. He also thought panels were prone to evaluate matters properly left to the FCC, such as broadcast economics, coverage areas, allocations, etc.

But, Mr. Church stated, Storer prefers the informal procedure to the administrative or procedural "monstrosity" proposed in the FAA rule.

AMST Takes Stand ▪ Summing up the broadcaster's position was Eugene F. Mullin Jr., who appeared as attorney for the Assn. of Maximum Service Telecasters. Mr. Mullin said the FCC was the only agency that could tell broadcasters where to place antennas or whether they could build them and that the FAA could do no more than express an opinion for FCC consideration. He said that the FCC could not deny an application on the FAA's recommendation but would be forced to call a hearing, in which the same witnesses would be heard and the same testimony produced as in the FAA hearing. Such a duplication of effort would waste the time and money of all parties, he said, adding that the FAA is not set up to hold such complicated formal hearings, while the FCC is.

Mr. Mullin objected to the provision that a broadcaster must inform the FAA before he constructs a tower on grounds many broadcasters may have reasons for not revealing their intentions before they file with the FCC. Most broadcast spokesmen felt that the additional notice to the FAA was unnecessary and an inconvenience since the FCC would inform the air agency as soon as a tall tower application had been filed.

Mr. Mullin backed the NAB position encouraging informal hearings and the changes suggested by that organization—He remarked that such informal hearings "exerted a benign pressure to encourage the FAA and the broadcaster to compromise their differences."

He criticized the criteria set forth for "airspace hazards," pointing out that the "controlled airspace" which a "hazard" cannot be built in extends "virtually everywhere." He then introduced exhibits into the record showing the extent of controlled airspace.

As for antenna farms, Mr. Mullin said if they are created it must be by the FCC. He said that such placements would have to conform to the FCC allocation plan and that allocation plans could not be rearranged merely to place antennas.

The Air-Minded Ones ▪ Representatives of air interests spoke briefly, mainly to urge the FAA to adopt the proposed rules, though some suggested minor changes. John Stephen, general counsel of the Air Transport Assn., was the main spokesman for the group, maintaining that the FAA now is empowered with complete jurisdiction over the height and placement of antennas.

Mr. Stephen said that airspace panels are no longer in use and provisions of the new rule are needed to fill the void. He said that with the advances in both aeronautical and broadcast technology, the informal proceedings can no longer be effective and the more formal hearings, which broadcasters oppose, are necessary.

As to jurisdiction, if the FAA's administrator had felt that he didn't have the right to make this rule, he wouldn't have done so, Mr. Stephen said.

He said that no case should require hearing before both agencies because the FCC could (and should) give "full faith and credit" to FAA decisions as it would to a court of law. He also said that the reason aeronautical issues took so long at the FCC was that even elementary principles had to be spelled out.

The FCC has its own standards for towers which do not correspond with those of the FAA, Mr. Stephen said. And the FAA cannot defer to any non-aeronautical agency to settle its questions, he maintained. What the legal effects will be if the rule is passed should not be considered, he said. He felt the agency must carry out its legal mandate to enforce safety no matter what is done later with its decisions by courts or adjudicatory agencies.

Mr. Mullin asked Mr. Stephen whether the FAA could issue an enforceable order. If it cannot, why bother to hold hearings, he asked.

Mr. Stephen replied that just because Gen. Quesada had said he wouldn't dispute FCC authority did not mean that he could not do so.

FCC in new tack on catv problem

SEEKS ARBITRATION POWER IN CATV-STATION DISPUTES

The FCC has decided to play the honest broker between local tv stations and community tv systems competing for audiences.

Legislation has been drafted for submission to Congress which would give the FCC power to intervene in any dispute between a local tv station and a cable company.

This information was disclosed last week by FCC Chairman Frederick W. Ford to a regional meeting in Washington of the National Community Tv Assn.

Mr. Ford said the commission doesn't feel it should try to bar catv from communities where there is a tv station since the public should have multiple program choices. Nor should the FCC request legislation to license the entire catv industry to umpire the few conflicts between local tv stations and cable companies, he said.

Catv operators appeared pleased with Mr. Ford's remarks that would put the quietus on licensing, but were dubious about the proposal for FCC intervention in local tv stations-catv situations.

NCTA is on record as opposed to any legislation, a spokesman pointed out. He doubted that legislation could be drawn to limit government intervention to the purpose expressed by Mr. Ford. "This is no reflection on the FCC," he added, "but it could be the foot in the door that would end with complete regulation for our industry."

NCTA voted the no-legislation policy at its annual convention last June (BROADCASTING, June 27, 1960). This followed a one-vote victory in the U. S. Senate by the cable antenna industry defeating a bill to place catv under the FCC.

Local Tv ▪ Mr. Ford urged that cable companies carry local tv stations on their lines. He also stressed his feeling that cable companies should avoid duplicating the local tv outlet's programs via an "out of town' 'tv signal.

In talking about the non-duplication policy, Mr. Ford raised two questions: Should non-duplication apply only to a simultaneous origination or encompass a time limit, Should the non-duplication policy be applied only to the tv station expressly assigned to the community where the antenna system operates, or should it also embrace catv systems outside the specific community?

The authority requested by the FCC, Mr. Ford explained, would provide for the commission to hear complaints, hold hearings, issue orders and prescribe such rules as may be necessary.

"We should be able to do this either generally or in individual instances where the continued operation of a local broadcast station appears to require it," he said. Under the FCC proposal, Mr. Ford explained, catv would not be classified as a common carrier,

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and the legislation would not apply to apartment-type subscriber systems.

Quicker Solutions ▪ Machinery for settling such disputes, Mr. Ford asserted, might result in quicker solutions by the parties concerned.

A recommendation that cable systems carry the local tv station on their lines also was made by Hamilton Shea, president and general manager of WSVA-AM-TV Harrisonburg, Va.

Tv stations carry a lot of community programming, Mr. Shea pointed out, and cable companies would benefit by carrying service. Filling a public service need never hurt any business, Mr. Shea noted. This may be catv's "best insurance" when the question of catv regulation comes up, he said.

Other highlights of the meeting:

▪ Herb Jacobs, president, Tv Stations Inc., film buying group, told catv operators pay tv might be considered the great future of cable companies. He urged the cable operators to cooperate with tv stations and expressed his opposition to the use of microwave relay systems to bring distant tv signals into small communities served by their own tv stations.

▪ William Dalton, new NCTA president, discussed his plans for organization and goals for NCTA. Mr. Dalton, first paid president of NCTA, took over early in January. He was president of the American Rayon Institute-Tyrex, New York, and the 1959 president of the American Society of Assn. Executives in Washington. Previously he was with National Assn. of Manufacturers.

▪ E. Stratford Smith, Washington counsel to NCTA, reviewed legislative and legal issues facing the catv industry.

Supreme Court slaps NLRB in labor case

The three-year-old jurisdictional dispute involving CBS-TV remote lighting and two unions is right back where it started—at the National Labor Relations Board—as the result of a Jan. 9 decision by the U. S. Supreme Court.

In a decision written by Justice Hugo Black, the court chastised NLRB because it didn't decide whether International Brotherhood of Electrical Workers or International Alliance of Theatrical Stage Employes should be given the work. The board had issued a cease and desist order against IBEW Nov. 25, 1957, deciding the union had no right to demand the right to do the work inasmuch as this type of work was not mentioned in either the IBEW or IATSE contracts with CBS-TV.

The incident that led to NLRB action was one of a series of difficulties encountered by CBS, which had been splitting remote lighting assignments between IBEW and IATSE. CBS appealed to the labor board after IBEW forced cancellation of a major telecast from the Waldorf-Astoria Hotel, New York, by refusing to operate cameras when the lighting was assigned to IATSE.

IBEW appealed NLRB's decision to the U. S. Court of Appeals, Second Circuit, which refused to enforce the NLRB order. The court held NLRB should have allocated the work after issuing its order. This was upheld by the U. S. Supreme Court.

The case is expected to set precedents that will affect all industry and unions involved in jurisdictional disputes.

In the Hill hopper...

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 70. Rep. Emanuel Celler (D-N.Y.)—would require juke box operators to pay royalty fees for records played. Judiciary Committee. Jan. 3.

HR 349. Rep. Dante B. Fascell (D-Fla.) — would create an office of

PROGRAMMING

Early delivery of pilots for fall

CBS FILMS READIES FIVE FOR N. Y. SHOWING

CBS Films will have pilots of the five program series it is presenting for the 1961-62 season completed, in New York and ready for screening for prospective advertisers and agencies before March 1, Robert F. Lewin, vice president in charge of production, said last week.

"We'll deliver the earliest complete catalogue," he said, commenting that "this is a distinct advantage. A good show, seen early, stands out and the advertiser who is really interested is apt to make up his mind to buy it now, rather than wait and take the chance that if nothing he sees later on interests him as much someone else will have snapped this one up in the interim. Another strong incentive to an early purchase is that there's a better chance to get a good network time slot early in the year."

Two of the five CBS Films pilots will have been delivered to New York by Feb. 1, Mr. Lewin said. He brought the first back with him from Hollywood Thursday, "The first pilot to be completed and delivered in 1961." As for the other three, one will be in the scoring stage and the last two in the hands of the editors by Feb. 1.

The five series include three comedies, one western and one action-adventure show, embracing the three kinds of programs that Mr. Lewin believes will dominate the tv screen next season. They are also all half-hour shows, which he feels will continue to be seen in ample quantity, despite the current trend toward hour-long programming. "Let's not write off the half-hour shows," he commented. "In Nielsen's list of the top 40 programs of this year, only six are new shows and they're all half-hours."

Mr. Lewin declined to talk about the new programs individually, noting that "an unknown product is often more interesting, more inviting."

A permanent record

A tape and film record will be made of the two-hour John F. Kennedy Inaugural Gala in Washington Thursday night (Jan. 19). NBC Telesales said last week that it had been retained by the Gala committee to record the star-studded program scheduled to start at 8:45 p.m. in the Washington National Guard Armory. No broadcast use was planned, however, as of late last week. NBC Telesales will use five cameras, including two hung from the Armory ceiling 200 feet above the floor. The picture will be microwaved to New York.

CNP busy producing six shows for '61-'62 season

California National Productions last week began production pilots for six new television series for the 1961-62 season, according to Carl Lindemann Jr., CNP vice president of programs.

The six projected series include *Three White Hats,* exploits of present-day Texas Rangers, written by Al C. Ward and produced by Wilbur Stark at MGM; *Police Surgeon,* experiences of a Los Angeles police doctor, script by Jameson Brewer, produced by Henry Kessler, and *War Birds,* based on the exploits of the first men to fly planes in military combat, script by Sam Neuman and Elliot Asinof, produced by Mr. Neuman for Filmways Tv Productions.

Other CNP pilots are *Cottage 54,* international intrigue and anti-crime se-

Federal Administrative Practice, which would make continuous studies of governmental agencies and make recommendations for improving their efficiency; list hearing examiners and provide for their assignment to the various agncies; set up a legal career service in the government; establish standards of conduct for all persons acting in agency proceedings; and provide for disciplinary action against those violating standards. Judiciary Committee. Jan. 3.

HR 465. Rep. William M. McCulloch (R-Ohio)—would authorize the court of appeals, in cases where "irreparable damage" would be suffered by a petitioner, to stay an agency order for up to 60 days pending hearing on an application for an interlocutory injunction. Judiciary Committee. Jan. 3.

HR 494. Rep. Chester E. Merrow (R-N.H.)—would create a cabinet-level Dept. of Public Information, which would coordinate all of the government's information programs and collect and analyze information and disseminate information gathered by it or any other federal department. Government Operations Committee. Jan. 3.

HR 1138. Rep. Charles E. Bennett (D-Fla.)—would make it improper for an agency member to participate in "ex parte" communications and requires such communications to be made matter of record; provides for disciplinary action for agency violators and for criminal penalties against anyone attempting to use back-door influence in agency proceedings. Judiciary Committee. Jan. 3.

HR 1118. Rep. J. Arthur Younger (R-Calif.)—would provide for covering the operational costs of the FCC and other regulatory agencies through assessments of fees levied against persons involved in agency proceedings. Commerce Committee. Jan. 3.

HR 1210. Rep. Abraham Multer (D-N.Y.)—would make it unlawful for anyone to participate in a commercial transaction which discriminates, through a discount, rebate, allowance or advertising service charge, against the purchaser's competitors. Commerce Committee. Jan. 3.

HR 2228. Rep. Marguerite S. Church (R-Ill.)—would create a Joint Congressional Budget Committee, which would study all matters affecting budgets of federal agencies, assist the appropriations committees of both Houses in their deliberations on budget requests, recommend legislation to improve governmental efficiency, and report on whether the agencies are fulfilling their missions. Rules Committee. Jan. 9.

S 204. Sen. Warren G. Magnuson (D-Wash.)—would make permanent the 1960 temporary suspension of Sec. 315 of the Communications Act., as it applies to presidential and vice presidential candidates. Commerce Committee. Jan. 6.

S 227. Sen. Mike Mansfield (D-Mont.)—would reimburse major political parties up to $1 million and minor parties up to $100,000 for radio-tv time purchased in behalf of their presidential and vice presidential nominees, provided the parties seeking reimbursement hold their nominating conventions on or after Sept. 1 of the election year. Rules Committee. Jan. 9.

SJ Res 32. Sen. Vance Hartke (D-Ind.)—would establish a five-man commission to study and report on the organization of the FCC and the manner in which the radio spectrum is allocated in governmental agencies and instrumentalities. Commerce Committee. Jan. 13.

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ries, written by George Bellack and produced by Sam Gallu; *No. 7 Cannery Row,* missions of a maritime security operations chief, script by Alvin Boretz, produced by Mr. Gallu; and *The Wellington Bones Show,* a half-hour color cartoon series, written by Bob Woodburn and produced by Mr. Woodburn and Herb Johnson for Alexander Film Co., Colorado Springs, Colo.

ABC gets radio rights for Patterson-Johansson bout

ABC Radio announced last week that it has obtained from TelePrompTer Corp., New York, the exclusive U. S. and Canadian radio rights for the March 13 Floyd Patterson-Ingemar Johansson heavyweight title fight for a record price of $300,000.

Robert R. Pauley, vice president in charge of ABC Radio, said the value of the radio package, including rights, production and time charges, was "well in excess of $350,000." He reported that the Mennen Co., Morristown, N. J., has signed to sponsor one-half of the bout on ABC Radio.

The championship event, which will be held in Miami Beach, will be carried on closed-circuit tv only in a nationwide hookup that is being arranged by TelePrompTer. The latter firm guaranteed $800,000 to the promoter of the bout, Feature Sports Inc., for the ancillary rights, covering closed circuit tv, radio and motion pictures. TelePrompTer officials said the company now is negotiating for the disposition of foreign radio and domestic and foreign motion picture rights.

TelePrompTer reported that ancillary rights to the last Patterson-Johansson fight last June grossed more than $3 million. This bout also was carried on ABC Radio and attracted more than 61 million listeners, according to Trendex. The radio rights for that bout were bought by ABC Radio for $200,000.

Robert R. Pauley (l), ABC Radio vice president and Irving B. Kahn, president of TelePrompTer Corp. look over the $300,000 contract for radio rights to the March 13 Patterson-Johansson title fight.

ABC-TV's 'Hong Kong' to get tandem showing

ABC-TV viewers will get a fully-sponsored Oriental double-header when two episodes of the action-adventure series, *Hong Kong,* are telecast Jan. 25. Showing of two episodes of the same program in different time slots on the same evening is considered a first among tv networks.

"Night Cry," a new *Hong Kong* episode, will be seen in the series' regular time period, 7:30-8.30 p.m. EST, while later, at 10-11 p.m. EST, a previous series episode (originally seen Dec. 21) will be repeated.

Naked City, the program usually occuplying the 10-11 p.m. period will be pre-empted that date only. The "double programming" was planned, according to ABC-TV, so the audience that missed the earlier telecast show could see it.

Kaiser Industries Corp., participating sponsors with Armour & Co. of *Hong Kong* in its regular time slot, will pick up five-sixths of the re-run time with a new advertiser, Luden's Inc., buying the remaining sixth.

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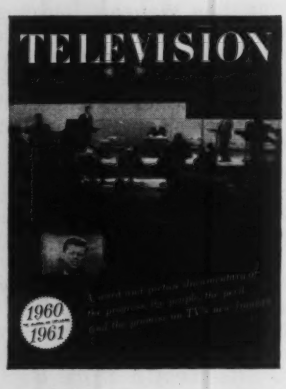

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- **The Huntley-Brinkley Team**

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TELEVISION MAGAZINE
422 MADISON AVENUE
NEW YORK 17

Program notes...

Distributes new series ▪ Dynamic Films Inc., N. Y., has signed an agreement with Danziger Productions, for distribution in the U. S. and Canada of Danziger's new television series, *The Cheaters,* and other features.

RPI expands ▪ Radio Press International, N. Y., voiced news service, will open a new bureau in Washington Feb. 1. The new office, located at 20 E St., N.W., Washington 1, D. C., will be headed by Irv Chapman, RPI New York editor.

Columbia expansion ▪ Columbia Transcriptions, the custom records department of Columbia Records has been expanded and reorganized into Columbia Record Productions. CRP will operate in two specialized sales areas: promoting sales and providing service to private labels, and producing recorded material for all agencies of the U. S. government.

Disney sustains loss ▪ Walt Disney Productions sustained a loss of $1,342,-0347 or 83 cents a share for the fiscal year ended Oct. 1, 1960, President Roy O. Disney said in his annual report to stockholders. The previous year showed a profit of $3,400,228 or $2.15 a share. Gross revenue dropped from $58,432,-399 in fiscal 1959 to $46,409,572 in fiscal 1960. Motion picture revenue decreased $7,268,872; tv income was down $4,641,748, due to the fact that the *Zorro* and *Mickey Mouse Club* shows were not televised.

Leo's fortunes ▪ Income and expenses of MGM-TV were broken down in a registration statement filed by parent Metro-Goldwyn-Mayer Inc. at the Securities & Exchange Commission last week. Gross tv income from the licensing of pre-1949 features and shorts to tv stations and the sale of filmed series and tv commercials produced by MGM-TV were listed. Gross income from pre-'48 features and shorts was $11,-563,326 in 1960; $10,904,323 in 1959 and $9,492,618 in 1958. From filmed series and commercials, the company grossed $2,564,212 in 1960; $3,998,509 in 1959 and $3,135,338 in 1958. Costs of production, distribution and administration for all tv operations: 1960—$5,368,206; 1959—$6,851,411; 1958—$5,081,320.

Film sales...

Debbie Drake Show (Banner Films): sold to KTLA (TV) Los Angeles; WRGP-TV Chattanooga; XETV (TV) San Diego-Tijuana; WKRG-TV Mobile; KCRG-TV Cedar Rapids; WJXT (TV) Jacksonville; KZTV (TV) Corpus Christi; KAKE-TV Wichita; KHQA-TV Quincy, Ill.-Hannibal, Mo.; KSLA (TV) Shreveport; KOOL-TV Phoenix; WALB-TV Albany, Ga.; KGUN-TV Tucson; WXIX(TV) Milwaukee; WFAA-TV Dallas; KFEQ-TV St. Joseph, Mo.; KGLO-TV Mason City, Iowa; WMTV (TV) Madison, Wis.; WFLA-TV Tampa, and WLBT (TV) Jackson, Miss.

Sea Hunt (Ziv-UA): Sold to Bunker Hill Foods, for WRAL-TV Raleigh-Durham, N. C., and WJHL-TV Johnston City, Tenn.; Tower Federal Savings & Loan, on WSBT-TV South Bend, Ind.; Kirkman & Koury Real Estate and R. J. Reynolds Tobacco, alternating on WFMY-TV Greensboro, N. C. Also sold to KMID-TV Midland, Tex.; WPRO-TV Providence, R. I.; WISN-TV Milwaukee; KTSM-TV El Paso, and WDAM-TV Laurel, Miss. Now in 121 markets.

Paramount pre-'48 features (MCA-TV): Sold to WMAZ-TV Macon; WBDO-TV Orlando, Fla.; KSLA (TV) Shreveport; WREC-TV Memphis; WREX-TV Rockford, Ill.; WNBF-TV Binghamton, N. Y., and KGNC-TV Amarillo, Tex.

O R A S N

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Jan. 16-20, 23-25 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Jan. 16-20, 23-25 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Jan. 16-20, 23-25 (10:30-11 a.m.) **Play Your Hunch,** part.

Jan. 16-19, 23-25 (11-11:30 a.m.) **The Price Is Right,** part.

Jan. 16-19, 23-25 (12:30-12:55 p.m.) **It Could Be You,** part.

Jan. 16-19, 23-25 (2-2:30 p.m.) **The Jan Murray Show,** part.

Jan. 16-19, 23-25 (11:15-1 a.m.) **The Jack Paar Show,** part.

Jan. 17 (10-11 p.m.) **The Art Carney Show,** Sara Lee through Cunningham & Walsh and Timex through W. B. Doner.

Jan. 18, 25 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

Jan. 18, 25 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Jan. 19 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Jan. 20 (2 p.m.-conclusion) **Presidential Inaugural Parade,** Purex through Edward H. Weiss.

Jan. 20 (9-10 p.m.) **The Bell Telephone Hour,** AT&T through N. W. Ayer.

Jan. 21 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

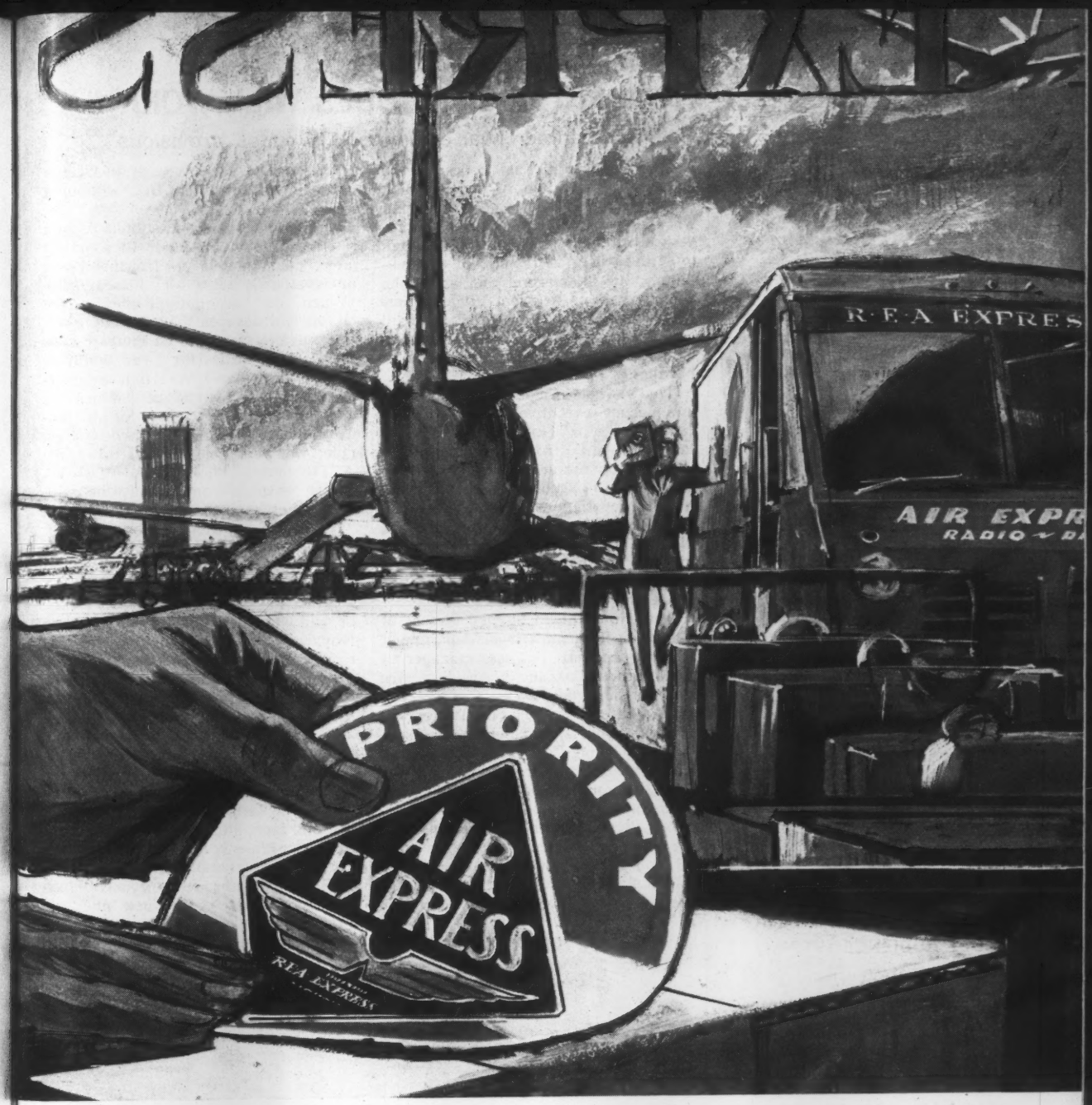
Jan. 21 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Jan. 21 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Jan. 22 (6-6:30 p.m.) **Meet the Press,** sust.

Jan. 22 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

Jan. 22 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.



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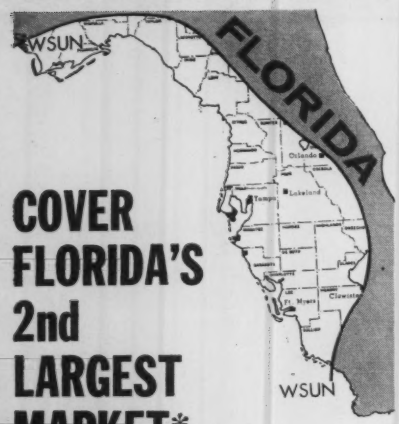

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*1960 Census **Pulse 6/60

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S.E. Rep: JAMES S. AYERS

HOW AFTRA-SAG CODES WILL WORK

Hollywood admen hear explanation of codes' provisions

The new commercial codes of the American Federation of Television & Radio Artists and Screen Actors Guild will increase television's cost to the advertiser, though probably not enough to seriously curtail the use of this medium. But to interpret and apply the code provisions to clients' tv commercial schedules will add to the workload and headaches of advertising agencies who will have to figure out their complexities.

That's what broadcasters, producers and agency executives heard Monday (Jan. 9) at a Hollywood Ad Club luncheon—and from the men who should know the new codes best—those who sat in as agency observers on the lengthy negotiations in New York last fall (BROADCASTING, Sept. 26; Dec. 12, 1960). The same men are now putting in long hours in Hollywood working with the unions to put into precise language the agreements reached.

The trio included Stanley Plesent of Young & Rubicam's legal department; Richard Zimbert, business manager of Leo Burnett Co., and Harry Saz, vice president and radio-tv business manager of Ted Bates & Co. The moderator was Hildred Sanders, broadcast vice president of Honig-Cooper & Harrington, Los Angeles, and vice chairman of the AAAA committee on radio and tv administration.

Mr. Plesent said the negotiations were the toughest ever encountered, because all codes were included and because AFTRA and SAG, "who don't always see eye to eye," were on the other side of the table. Yet, he said, "we came out with an agreement and without a strike."

Quiz Helped ▪ A questionnaire sent by the AAAA committee to some 50 large, medium and small agencies was of invaluable help, Mr. Plesent said. "When the negotiations began the unions had the idea that the only question was how much of an increase over the AFTRA scale [for taped commercials, higher than SAG's film commercial rates] they would get. When we could show them . . . 90% of all commercials are on film and only 10% on tape, we were able to pull down the AFTRA rates."

For program commercials, he said, SAG rates go up but AFTRA's down. "The guarantees are up only a little for SAG but down a lot for AFTRA." The new contract is a three-year deal, an improvement, since no former AFTRA contract has run more than two years, he said. The new code is retroactive to Nov. 16, 1960, with employers' option to pay at old rates and adjust to new ones by Feb. 1. But he urged putting the new rates into effect immediately, since "you'd have a hard time getting a refund from an actor if the new rate is lower." New rates and conditions become operational Jan. 23 for all codes.

There are essentially two commercial codes, SAG's for film and AFTRA for live and tape, although rates are identical, Mr. Plesent said. SAG now has the 5% pension and welfare plan which AFTRA had won previously. He noted the complexities of the new rates for

What the new AFTRA-SAG commercial codes mean to broadcasters, producers, agencies was explained at a Hollywood Ad Club luncheon last week by these agency people, l to r: Richard Zimbert, Leon Burnett Co.; Stanley Plesent, Young & Rubicam; Hildred Sanders, Honig-Cooper & Harrington, who acted as moderator; Harry Saz, Ted Bates.

spot tv campaigns, with cities weighted according to population (BROADCASTING, Dec. 19, 1960), and suggested that agencies which find difficulty in applying terms to specific advertising schedules check with "our side" rather than with the unions, where interpretation might differ. Discussion led to a suggestion from the floor that perhaps AAAA ought to establish a Los Angeles office to help members with these and other problems.

Live Code ▪ Mr. Plesent said that the main change in AFTRA's live network program code is in rehearsal time, which he felt should not add more than 5% to talent costs. The transcription code's only change is for a 7% increase in sound effect artists' fees. And in radio, the only change is for higher fees for sportscasters of major events.

Mr. Zimbert described the provisions for working conditions as "a grotesque mess," full of ambiguities that are sure to lead to much argument and confusion. For instance, minimum scale players now can be asked to give only "direct product exclusivity," he said, but it's not clear whether this means the announcer on a filter cigarette commercial is barred from doing commercials for non-filter cigarettes. The tape code calls for double scale payments for anything more than product exclusivity; the film code permits exclusivity beyond competitive products but short of complete commercial exclusivity for scale plus 10%, "so here's one place where the two codes are not the same," he noted.

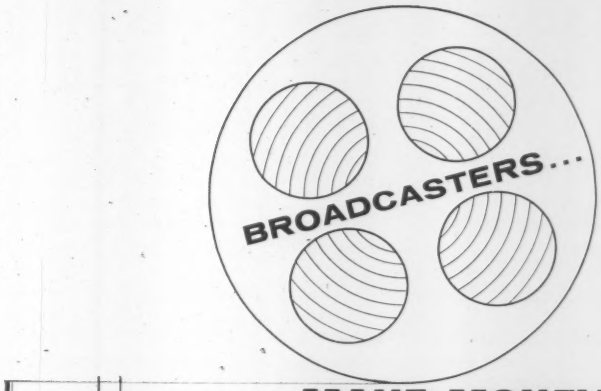
The matter of when payment is due is another m··ddle, he said, with different due dates for different services. This is further confused by the two kinds of days, working days and calendar days, which are not at all the same. He warned that penalties for failure to pay on time can be great.

Mr. Saz discussed other code complexities and changes, noting as one example that the 5% employer payments for pension and health and welfare must be made by two checks for 2½% each, one payable to the pension fund, the other to the health and welfare fund.

Deadline for Lasker awards

Radio and tv programs presented during the past year dealing with major diseases and public health problems will be eligible to receive the annual Albert Lasker Awards for outstanding medical news reporting in broadcasting. The Albert & Mary Lasker Foundation has announced that scripts must be submitted by Feb. 6, 1961.

A cash award of $2,000 will be given the winning entry by an advisory board of physicians and journalists. Entry blanks and further information may be obtained from the foundation office, Chrysler Bldg., New York.



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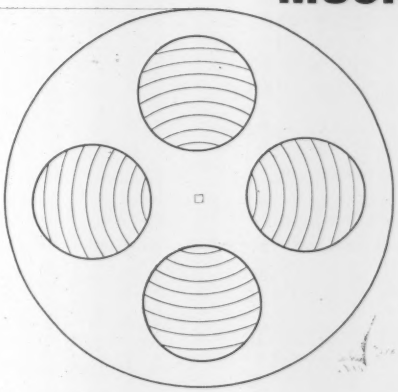

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VIEWERS LUKEWARM TO LIVE PAY TV

Phone survey shows 3 out of 15 saw Trans-Canada show

The first live pay television in Toronto's suburban Etobicoke area didn't take Trans-Canada Telemeter subscribers by storm, judging by a random telephone survey made by BROADCASTING.

TCT won't have definite ideas on the popularity of this show for some weeks, when sufficient numbers of the coin boxes have been collected, Gene Fitzgibbons, general manager of the operation, said.

For the first live television show Jan. 5 TCT imported Bob Newhart from New York for one hour of his comedy sketches. He was assisted in a 10-minute spot by folk-singer Leon Bibb. The program was taped for replay the two following evenings. TCT has approximately 6,000 subscribers.

BROADCASTING's Toronto correspondent made a random telephone survey of the area where the pay tv cables are strung. Out of 50 calls 15 people said they had telemeter connection. Of these, 12 said they didn't look at the Newhart show, while three had looked and enjoyed it. Projecting this average of one in five viewers to subscribers, the Newhart show would have netted $1,500 for the three evenings, at $1.25 per set.

This is not too promising for the success of pay tv in an area where six television stations put in good signals, two locally, four within 60 miles. Surveys some time ago by BROADCASTING (Sept. 19, 1960 issue) and by Elliott-Haynes Ltd., Toronto market survey firm (November 7, 1960 issue), showed subscribers spending about $1 per week. Mr. Fitzgibbons had said several times that TCT needed an average of $2 a week for 5,000 subscribers to break even.

Heavy Promotion ▪ The Bob Newhart program was heavily promoted in paid newspaper advertising, on the air by commentators and in news columns. Radio-television columnists of the three Toronto daily newspapers lauded the live show and TCT officials said the small studio's 70 seats were filled. Those who saw the show on subscriber sets enjoyed it.

Mr. Fitzgibbons and William O. Crampton, manager at the company studio, said calls were received from subscribers who had not yet been connected for connections before the Newhart show.

The next important production to be shown on the circuit will be the Menotti opera, *The Consul,* which has been put on video tape in New York. This is to be shown late in January or early February, with a charge of $1.25, Mr. Fitzgibbons said. Meanwhile, live hockey from New York and Detroit is running Sundays at $1 a game. The musical *Country Scandal* is being taped at New York for future presentation.

The present 6,000 subscribers are a test group to learn what viewers want to see and how often they will pay to see closed circuit television programs. Service was started last February, with almost all 6,000 test coin box connections completed by year-end. A few subscribers were still awaiting connection early in January.

Abroad in brief

Tv in Red China ▪ Communist China says it has 29 television stations and television relay points, including 10 stations opened during 1960. Regular telecasts are provided from Peking, Shanghai, Harbin, Mukden, Tientsin, Changchun and Canton. Sixteen other Communist Chinese cities had only experimental telecasts during 1960.

MacLaren claims lead ▪ MacLaren Adv. Ltd., Toronto, Ont., claims to have largest billings in Canada for 1960 with $30.32 million, up from $29.8 million in 1959, and $27.4 million in 1958. Second largest billings are attributed to Cockfield, Brown & Co. Ltd., Toronto, with $28.5 million for 1960.

French firm ▪ A controlling interest in Schneider Television-Radio, a leading French manufacturer of radio and tv equipment, has been bought by an Anglo-French syndicate headed by New York investment bankers Burnham & Co. Formerly privately owned, the tv-radio equipment firm was placed on the Paris Stock Exchange late last year and reportedly has since gained nearly 60% in market value. Schneider's sales in 1960 amounted to more than $14.5 million with a net of better than $500,000.

Two new tv stations debut Jan. 1 in Canada

CJCH-TV Halifax, N.S., began telecasting Jan. 1 on ch. 5 with 100 kw video and 50 kw audio power, as the second station in Halifax. CBHT (TV) Halifax, owned by the Canadian Broadcasting Corp. had been only station at Halifax.

At Toronto, CFTO-TV began telecasting Jan. 1 on ch. 9 with 325 kw video and 162 kw audio power. Operations began at 9:45 p.m. with a 15 minute film of station's opening ceremonies. At 10 p.m. CFTO-TV began an 18-hour telethon to aid of Ontario's retarded children, with taped and live vignettes featuring noted Canadian and U. S. radio, television, stage and screen personalities.

CFTO-TV Toronto, became the seventh station to put a good signal into the Toronto area, others being CBLT (TV) Toronto, CHCH-TV Hamilton, Ont., CKVR-TV Barrie, Ont., and from Buffalo, N.Y., WGR-TV, WBEN-TV and WKBW-TV.

IAAB board members meet with Peru group

Increasing international pressures in the field of free speech led Peruvian National Radio Assn. to call a Jan. 13 meeting in Lima, with board members of the Inter-American Assn. of Broadcasters asked to participate.

Jose Ramon Quinones, WAPA San Juan, attended as an IAAB board member and also represented Herbert E. Evans, Peoples Broadcasting Co., NAB's IAAB board member. Mr. Evans has a broken leg and was unable to make the trip.

IAAB's assembly will hold its biennial meeting in Washington, just prior to the NAB convention (May 7-10). The IAAB board's biennial meeting was held last November in Santiago, Chile.

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FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Doughten

Thomas P. Doughten, vp and account executive at Lennen & Newell, N. Y., for past 16 years, resigns to become president of T. Doughten & Assoc. Adv., Freeport, L.I., N.Y., which begins operations Jan. 23. New firm is located at 30 Bedell St., Freeport, N. Y. Telephone: Mayfair 3-7775.

K. (Haps) Kemper III, account executive at Young & Rubicam, N. Y., named vp and account supervisor.

Victor Armstrong, senior vp-account management at Kenyon & Eckhardt, N. Y., elected to board of directors.

Lloyd Ver Steegh appointed vp and account supervisor at Western Adv.'s Chicago office. **Clifford Boettcher** named vp and creative director for agency's Racine, Wis., office. **Edward Krein,** senior vp in Racine office, named manager.

Dr. A. Melvin Gold, in sales development and creative research at R. H. Bruskin Assoc., New Brunswick, N. J., named vp.

Biron A. Valier and **Edward A. Langan,** account supervisors at Gardner Adv., St. Louis, elected vps.

Page B. Otero, formerly head of his own Los Angeles agency for past two years, rejoins The McCarty Co., that city, where he had served 14 years before forming his own company.

Robert M. Worcester, formerly with Universal Adv., Omaha, Neb., to Holland Adv., that city, as account executive.

Merrill E. Williams Jr. appointed art director at Creamer, Trowbridge & Case, Providence, R. I. He formerly held similar position at Charles Tombras & Assoc., Knoxville, Tenn.

Mr. Shenfield

James P. Shenfield, formerly director of product marketing, Campbell Soup Co., Camden, N. J., appointed assistant to president and member of company's staff committee. Mr. Shenfield, who will be president's deputy in coordinating activities between recently-acquired Pepperidge Farm bread and Campbell, joined firm in 1950.

Allen H. Center, previously vp in charge of pr at Leo Burnett Co., Chicago, elected vp in charge of pr at Motorola Inc.

Gordon Buck, formerly general manager of Aubrey, Finlay, Marley & Hodgson, Chicago, to Needham, Louis & Brorby, there, as media supervisor. **William Barclay** joins NL&B as research supervisor.

Robert Steres, on air media staff of D'Arcy Adv., St. Louis, named media director of agency's new San Diego, Calif., office. **Donald I. Brady** joins agency's Los Angeles office on Budweiser account.

Charles F. Metzger, formerly senior account executive at BBDO, N. Y., joins Mogul, Williams & Saylor, that city, as account supervisor.

Howard E. Ottley, formerly of Grey Adv., N. Y., joins Geyer, Morey, Madden & Ballard, that city, as account executive.

Rick Mittleman resigns as radio-tv director at Anderson-McConnell Adv., Hollywood, to become free lance writer-producer.

Robert K. Gray, formerly secretary of President Eisenhower's Cabinet, to Hill & Knowlton, Washington pr firm, as vp.

W. C. (Bill) Sanders appointed art director at Tracy-Locke Co., Dallas.

Sam Scali, formerly art director at Doyle Dane Bernbach, N. Y., joins Papert, Koenig, Lois, that city, in same capacity. **Stuart Miller Jr.,** who was account executive for Young & Rubicam, joins PKL as account executive on Ronson Appliance Div.

James C. Armstrong, account supervisor at Young & Rubicam, Los Angeles, named vp. **R. Allan Gardner,** account executive in New York office named account supervisor in contact department.

Kenneth Robinson and **John Cuff,** chairman and managing director, respectively, of Lambe & Robinson-Ben-

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Executive realignments at Young & Rubicam

Mr. Bond

Mr. Angstadt

Mr. Dippy

Mr. Kierstead

Mr. Kroll

Mr. McKelvey

Mr. Thompson

Edward L. Bond, senior vp and director of contact department at Young & Rubicam, N. Y., promoted to executive vp and general manager of agency. Mr. Bond, who joined Y & R in 1946 as account executive, was named vp and account supervisor in 1953; director of contact department in 1958, and senior vp next year. Reporting to him with top account service responsibilities will be six new senior vps: **Earle Angstadt,** who was vp and account supervisor in contact department; **George Dippy,** former vp and account supervisor; **Wilson H. Kierstead Jr.,** vp and director of merchandising department; **Alexander Kroll,** vp and account supervisor; **Randolph McKelvey,** senior vp, and **William D. Thompson,** former vp and account supervisor. Mr. Angstadt, who joined agency's merchandising department in 1951, was named head of San Francisco merchandising department in 1955, returning to N. Y. office in 1957 as supervisor of merchandising. Next year he became vp and manager of merchandising department, and in 1960, was named vp and account supervisor in contact division. Mr. Dippy joined agency's merchandising department in 1953; was named manager in 1946; assistant to the president, 1948, and vp and account supervisor in 1949. Wilson Kierstead started with Y & R 13 years ago, in merchandising division. In 1952 he moved to contact department; next year he was named supervisor and vp, and in 1960 was made head of merchandising. Mr. Kroll joined agency's contact department in 1946, and was named account supervisor and vp in 1952. William Thompson has been with agency since 1952. He became vp and account supervisor in 1955. Randolph McKelvey, who was senior vp before last week's promotions, has been with Y & R since 1944. After ten years as account executive, he was made vp and account supervisor, and in 1959 was transferred to Detroit as head of that office. He returned to N. Y. in October 1960 to become senior vp and director of contact department.

ton & Bowles Ltd., B & B British subsidiary, become vps of parent company, effective Feb. 1, when British agency changes its name to Benton & Bowles Ltd.

Mrs. Patricia Burk, formerly with John E. Pearson Co., Chicago rep firm, to Clinton E. Frank, that city, as time-buyer in media department. **Seymour Levine,** formerly with Tatham-Laird, that city, joins Frank as art director and **Chuck Schiappacasse** joins agency as copywriter.

Daniel J. Sullivan, formerly vp and account supervisor at Foote, Cone & Belding, Chicago, to Doyle Dane Bernbach, that city, as account supervisor, effective Feb. 1. He had been with FC&B for 13 years.

THE MEDIA

John Fulton, president of WGUN Decatur, Ga., also assumes presidency of WJIV Savannah, Ga., and KWAM Memphis, Tenn., in addition to current responsibilities.

Lew Breyer, executive vp, sales manager and film buyer for WXIX-TV Milwaukee, resigns. He will announce future plans next month.

Ben McLaughlin, formerly with WICU-TV Erie, Pa., appointed sales manager at KETV (TV) Omaha, Neb.

J. T. Snowden Jr., general manager of WGTC Greenville, S. C., elected vp of WGTC Broadcasting Co., which owns station.

Mr. Melton

Orrin Melton, assistant manager of KSOO Sioux Falls, S. D., promoted to manager. He will retain his current post of sales manager in addition to new promotion. He has been with station 14 years, starting there as news director.

Mercer L. King, formerly station manager of WJRD Tuscaloosa, Ala., to WARD Johnstown, Pa., in similar capacity.

Francis J. Peters and **Arthur L. Martin** named vps and assistant managers of Marion Broadcasting Co. (WMRN-AM-FM Marion, Ohio). **Donald H. Shepler** named assistant treasurer.

Danny S. Jacobson, formerly sales supervisor of WJZ-TV Baltimore, to KTON-AM-FM Pine Bluff, Ark., as general manager.

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W. B. Steis, formerly general manager of WJER Dover, Ohio, to WKJF-FM Detroit in similar capacity. **Robert G. Clarke,** account executive at station, promoted to sales manager.

Bill Crews, sportscaster of St. Louis Cardinals (football) and St. Louis Hawks (basketball) games on KMOX, that city, becomes manager of KFSA Ft. Smith, Ark., succeeding **James Fesperman** who leaves broadcasting to go into government service.

Harold E. King, onetime owner of KGHI Little Rock, Ark., named general manager of KFOY-TV Hot Springs, Ark., which is slated to make its air debut in near future.

Marvin W. Houtz appointed local sales manager of KOIL Omaha, Neb. He has been with station for two years.

Chalmers Stromberg appointed chief engineer of KMSP-TV St. Paul, Minn., succeeding **Gordon Benson** who joins Minnesota Mining & Manufacturing Co.

Jerrold M. Marshall named assistant manager of Boston office of New England Spot Sales Inc. He formerly was with Sterling Television Co., New York.

John Mayasich, formerly account executive at WFRV-TV Green Bay, Wis., to WDUZ, that city, as sales manager.

Art Howard and **Earl Eklund** appointed assistant sales manager and national sales service manager, respectively, at KTNT-TV Seattle-Tacoma, Wash. Both were account executives at station. **Leo Daily** joins KTNT-TV as account executive.

Larry Cooper, formerly program director at KMOX St. Louis, to KTVI (TV), that city, in similar capacity.

Mr. Hummel

Louis J. Hummel Jr., in charge of tv sales at Peters, Griffin, Woodward, Detroit, for past six years, moves to Chicago office. He is replaced in Detroit by **James R. Sefert,** formerly of Crosley Broadcasting Company, Cincinnati, Ohio.

John Barrett, formerly with KLYD-TV Bakersfield, Calif., to KBAK-TV, that city, as assistant general manager and national sales manager.

Howard Rothenberg, account executive for Everett-McKinney, New York rep firm, promoted to eastern sales manager.

Eleanor Henshaw, for five years secretary to president of Southern California Broadcasters Assn., to KWIZ Santa Ana, Calif., as assistant to Ernest Spencer, president and general manager.

Madam president

Miss Corrick

Ann M. Corrick, assistant chief of Washington news bureau of Westinghouse Broadcasting Co., elected president of Radio - Tv Correspondents Assn., succeeding **Lewis Shollenberger,** CBS. She is first woman ever to head organization in its 22-year history. Others elected: **Robert H. Fleming,** chief of Washington news bureau of ABC, vp; **Elmer W. Lower,** manager of NBC Washington news bureau, secretary; **Theodore F. Koop,** director of news and public affairs for CBS' Washington bureau, treasurer. Members at large: **Stephen J. McCormick,** vp Mutual Broadcasting System; **John W. (Bill) Roberts,** Time-Life-Fortune Broadcasters Inc.; and **Ellen E. McDonnell,** United Press Movietone News. New members will be officially installed at association's annual dinner, tentatively set for March 18.

George Hart resigns as director of operations at WTTM Trenton, N. J., to become program director at WBCB Levittown, Pa.

Phil Bryce joins KHJ-TV Los Angeles as account executive. He has been at KABC, that city, in similar capacity.

Monroe Falitz, formerly account executive at WNBC New York, joins WMCA, that city, in same capacity.

Leonard Mirelson, sales manager of WNJR Newark, N. J., promoted to general manager. Mr. Mirelson, who has been with station for six years in various sales capacities, joined outlet in 1954 as account executive.

Louis Berkman, part-owner of Friendly Group stations, elected chairman of Screw & Bolt Corp. of America. He also was named chairman of executive committee.

Leonard DeNooyer, former manager of coverage, CBS-TV research department, joins affiliate relations department as station analyst.

William E. Bass Jr. appointed regional sales manager of WITN (TV) Washington, N. C. He had been account executive.

Douglas Fleming, formerly national sales manager for Oregon Triangle TV Network, appointed national sales man-

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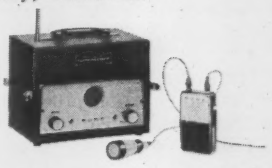

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ager and head of Los Angeles sales office of KWIZ Santa Ana, Calif.

F. A. (Mike) Wurster, on New York sales staff of Weed Television Corp., named New York sales manager.

Larry Cugini Jr., account executive at Grant Adv., joins tv sales staff of The Katz Agency, Dallas.

Mr. McCutchen

Richard McCutchen, formerly public affairs producer for CBS-TV network, named to head newly-established broadcast news bureau in N.Y. (see story, page 53) for Time Inc. Broadcasting Division. Mr. McCutchen, who is 35, was most recently producer of *U.N. In Action, F.Y.I.* and *The Year Gone By*, all CBS-TV programs. He gained his first network experience as newscaster-reporter for NBC-TV's *Today* show.

Mark Damen joins WQED (TV) Pittsburgh as writer-producer in special projects section. He formerly was with WYES (TV) New Orleans.

Brad Messer, formerly with KILE Galveston, to KNUZ Houston, both Texas, as member of news staff.

Robert J. Northshield, formerly of NBC-TV's *The Dave Garroway Today Show,* named producer for NBC News.

Mr. O'Berst

Edward G. O'Berst returns to CBS Radio Spot Sales as account executive in N. Y. office, after one year spent as director of operations research at Blair-TV. Before this, Mr. O'Berst spent six years with CBS Radio Spot Sales which he joined as research analyst in 1954. He was named director of research in October 1957.

Washington Ad Club honors Richard Eaton

Richard Eaton, president of United Broadcasting Co., was presented the Achievement Award of the Washington Ad Club at the club's Jan. 10 luncheon. L to r: Milton Q. Ford, WOL and WTTG (TV) Washington, club president; Mr. Eaton, Sen. Henry M. Jackson (D-Wash). Tributes were paid Mr. Eaton by Sen. Jennings Randolph (D-W. Va.) and Sen. Jackson. Mr. Eaton operates one tv and eight radio stations.

Stephen Kirschenbaum, formerly sales promotion supervisor at NBC Radio Spot Sales, named manager, sales promotion, WNBC New York.

Robert Jonscher, formerly field man in station relations department of NAB, joins WEEL Fairfax, Va., as general manager. Previously he was part owner of WLAK Lakeland, Fla., and had been with WMAL Washington before that.

John Vera, 12-year member of KPHO-AM-FM-TV Phoenix, appointed local sales manager, succeeding **Les Lindvig,** who resigned.

W. C. Porsow, formerly national sales manager at WFRV-TV Green Bay, to WKTL Sheboygan, both Wisconsin, as station manager.

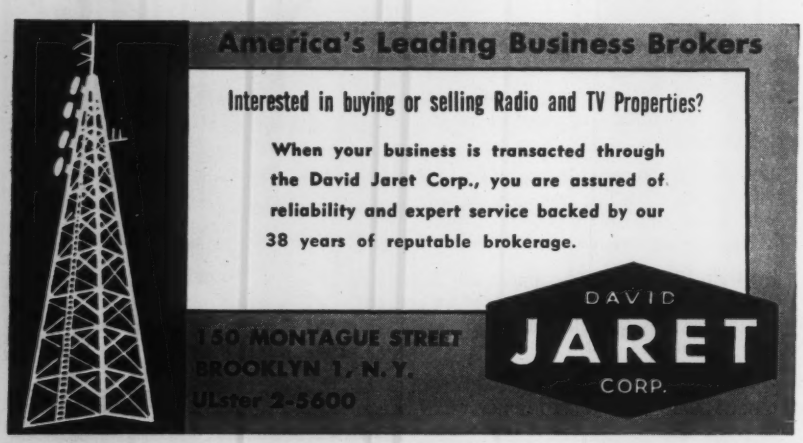
Miss Garcia

Mary Garcia, formerly international media director at McCann-Erickson, N. Y., named international media research manager of Metropolitan Broadcasting Corp., that city. She will develop new service for advertisers and agencies in international field. **Harold J. Algus,** who was director of press information at National Telefilm Assoc., joins Metropolitan as director of trade and business news.

David F. Milligan, formerly general manager of WINR Binghamton, to WPTZ-TV Plattsburgh, both New York, in similar capacity. He succeeds **George L. BarenBregge** who will devote his time to supervising all telecasting activities of Rollins Telecasting Co. stations, of which WPTZ-TV is one. Mr. BarenBregge has been Rollins vp since 1959.

Ed Meyer, formerly news director at WGH Newport News, Va., to WMAL-AM-FM-TV Washington as member of news staff.

Vasilios J. (Bill) Liappas appointed music director of Storer radio stations with headquarters in Miami. He form-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erly was production manager of WGBS, that city.

Pete Boyle, formerly on sales staff of WAVI Dayton, Ohio, to WING, that city, in similar capacity.

Frank J. Hannagan, formerly with General Time Corp., LaSalle, Ill., to WDAU-TV Scranton-Wilkes Barre, Pa., as account executive.

Mr. Buschmeyer

Frederick S. Buschmeyer Jr., formerly program manager of KTVI (TV) St. Louis, to WRC-TV Washington as production manager. Prior to joining KTVI, Mr. Buschmeyer was with KARK-TV Little Rock, Ark., WGR-TV Buffalo and WMAL-TV Washington.

Charles M. Schaufelberger, formerly on local sales staff of WROC-TV Rochester, N. Y., to WHEC-TV, that city, as local sales representative.

Bob Crone and **Dick Jablonski** join WSAI Cincinnati as account executives.

John E. Erickson, formerly of Peters, Griffin, Woodward Inc., joins Chicago office, Spot Time Sales Inc.

George Wilson appointed promotion-publicity director for WSTV-TV Steubenville, Ohio. He has been with station in various capacities.

Mr. Snyder

William L. Snyder appointed sales manager of WTMJ-TV Milwaukee. He formerly was Detroit manager of Harrington, Righter & Parsons (tv station rep) and before that was account executive with Avery-Knodel, national station rep firm.

Shirley Ann Dunham appointed promotion manager of WTVN (TV) Columbus, Ohio. She formerly was publicity director at WKRC-TV Cincinnati. Both are Taft stations.

Hans J. Mobius, in sales department of WGR-TV Buffalo, promoted to marketing coordinator.

Dave Archard, formerly with WALT Tampa, Fla., to WLCY, that city, as associate production manager.

Bob Scott, formerly with WKIZ Key West, Fla., to WAVY Norfolk-Portsmouth, Va., as staff announcer.

Don Kelly, program director, WDGY Minneapolis-St. Paul, appointed program manager at WPTR Albany, N. Y.

Norman Nesbitt named director of news at KDON Salinas, Calif.

ABC promotes three to vice president

Mr. Hoberman

Mr. Rule

Mr. Sacks

ABC last week announced appointments of three general managers of its owned and operated stations to vps. They are: **Ben Hoberman,** general manager of KABC (radio) Los Angeles; **Elton H. Rule,** general manager of KABC-TV; and **David M. Sacks,** general manager of KGO-TV San Francisco.

Mr. Hoberman has been with KABC since April 1960. Previously he was general manager of WABC New York and before that served in sales department of WXYZ-TV Detroit. Mr. Rule, who became general manager of KABC-TV last August, previously was station's sales manager for seven years. Mr. Sacks, promoted to general manager last May, had been general sales manager since 1952.

Arthur Whiteside, formerly production manager of Mutual Broadcasting Corp., becomes public affairs director of WLOS-TV Asheville, N. C.

Bruce Charles, air personality and newsman at WHK Cleveland, promoted to news director.

Al R. Bethel, formerly staff announcer at WBAL Baltimore, appointed news director and air personality at WHGB Harrisburg, Pa.

Gene Williams named merchandising director of KLAC Los Angeles.

Mrs. Patricia Wilson, formerly media buyer at Liller, Neal, Battle & Lindsey, Atlanta, to WSOC-TV Charlotte, N. C., as assistant to promotion manager. **Douglas Bell** named program director and **Jim Martinson** becomes commercial manager.

Gordon B. McLendon, head of McLerdon stations, elected chief barker of Dallas Variety Club.

Richard (Ric) Devine, formerly pro-

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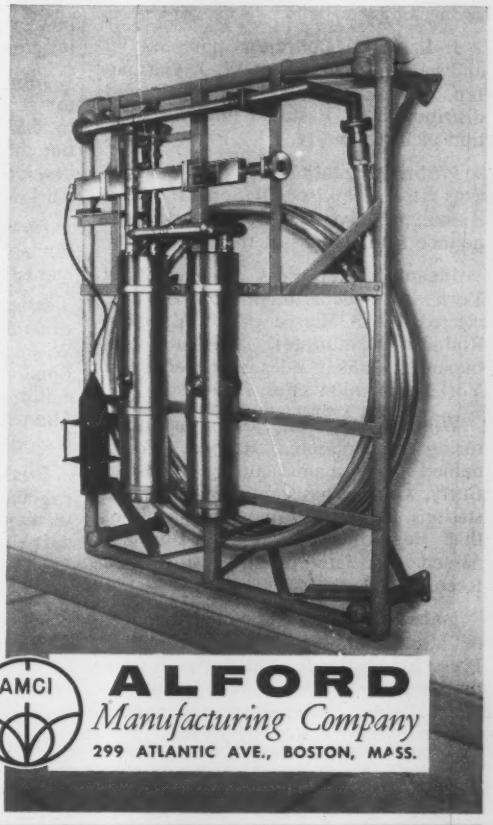

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FCBA elects Robert M. Booth president

Mr. Booth

Robert M. Booth Jr., Washington communications lawyer for the last 15 years and a graduate electrical engineer — was elected president of the Federal Communications Bar Assn. Friday at the annual meeting of the organization in Washington. He succeeds **Frank U. Fletcher.**

A native of Cincinnati, Mr. Booth received an E.E. degree from Purdue U. in 1933 and an LL.B. from Cincinnati's Salmon P. Chase College of Law in 1941. He attained the rank of commander in the Navy during World War II, serving in the Bureau of Aviation's electronics division. On his return to civilian life, Mr. Booth was associated with the Washington law firm of Bingham, Collins, Porter & Kistler. He opened his own office in 1956. He has been chairman of the FCBA's Tall Tower Committee.

Other officers elected at the same time were: **Harold E. Mott,** first vp; **Donald C. Beelar,** second vp; **James E. Greeley,** secretary; **Warren E. Baker,** assistant secretary; **Frederick H. Walton Jr.,** treasurer. Chosen for the three-year executive committee terms were **Reed Miller** and **J. Roger Wollenberg. Leonard H. Marks** was chosen delegate to the ABA.

motion manager of KRNT-AM-TV Des Moines, Iowa, to WTVJ (TV) Miami as assistant promotion manager.

PROGRAMMING

William E. Gephart Jr., vp in charge of production at General Film Labs, Hollywood, named president, succeeding **G. Carleton Hunt,** who continues as vp and director of parent company (Pacific Industries Inc.) and will serve as consultant to labs.

J. L. (Bud) Courcier appointed vp and general manager of W. J. German Inc. of California, agent for sale and distribution of Eastman films for motion pictures and tv.

Anthony Azzato resigns as syndication sales supervisor, National Telefilm Assoc., effective Jan. 31. He will announce future plans at that time.

Joseph Kotler, sales manager, New York sales department for Ziv-UA, elected vp in charge of N. Y. sales. **Richard Hamburger,** assistant sales manager, named sales manager, New York syndication sales.

William Rady, director of manufacturing at Columbia Records Corp., named vp — manufacturing. **Donald Curry,** who was assistant manager, radio stations services, named manager of that department. **Michael Berniker** named associate producer for Epic Records.

Isabelle McCaig appointed manager of Montpelier, Vt., bureau of United Press International. She formerly was manager of Toronto bureau of British United Press. **C. Robert Woodsum** named executive to UPI Boston manager.

Perry Lafferty signs with Ziv-UA to produce *The Aquanauts* for CBS-TV. He formerly produced *Person to Person* for that network.

Rolland Brooks, art director of *The Untouchables* at Desilu Productions, Hollywood, promoted to supervising art director of all Desilu productions.

Phil Peterson, formerly station manager of WIST Charlotte, N. C., named vp of Community Club Awards Inc., Westport, Conn. Mr. Peterson, eastern division manager of CCA, will also be in charge of firm's new sales training program.

John Erman, assistant casting director at 20th Century-Fox-TV, promoted to casting director, following resignation of **Robert Walker** to join tv production company headed by Bud Yorkin and Norman Lear.

Howard (Hy) Carnow, pressbook editor at United Artists Corp., N. Y., named assistant advertising manager.

Bruce Morton appointed European general manager of News Associates, Washington. He will headquarter in London. **Herbert M. Brubaker,** regional editor, becomes night editor with **Barry Allen** joining staff as congressional correspondent.

Russell Karp, director of contract negotiations for Screen Gems, elected secretary of company. **Seymour Horowitz** and **Michael Frankfurt** both join SG as lawyer negotiators.

Karl Engemann, formerly associate producer, artists & repertoire, at Capitol Records, named administrative assistant to album director, that division. **Paul Wyatt** succeeds Mr. Engemann.

Leonard W. Norby, formerly announcer at KDON Salinas, and **Jack R. Hayes,** formerly announcer/technical supervisor at KLIV San Jose, both California, form Audio Recorders Co., Oakland. New firm will specialize in magnetic tape recording, duplicating, disc recording and special broadcasting productions. Address: 138 Grand Ave., Oakland, Calif.

EQUIPMENT & ENGINEERING

L. S. Thees, general commercial manager at RCA Electron Tube Div., Harrison, N. J., appointed division vp. Mr. Thees has been with RCA in various sales executive capacities since 1930. **George Capsis** named manager of presentations and exhibits.

H. S. Morris and **G. L. Carrington Jr.** appointed marketing director and general sales manager, respectively, for Altec Lansing Corp., Anaheim, Calif.

Bruce L. Birchard appointed head of newly established international trade department of Hoffman Electronics Corp., Los Angeles.

Vernon G. Price appointed manager of filter and R-F component engineering at General Electric Co.'s power tube plant at Palo Alto, Calif.

Dr. George Caryotakis appointed manager of high power laboratory of Eitel-McCullough, San Carlos, Calif.

INTERNATIONAL

Bruce Emonson appointed vp of TelePromTer of Canada Ltd. He formerly was manager of firm's many closed circuit telecasts and has supervised sales and service of firm's electronic prompting devices.

Harold Winsten appointed general manager of Screen Gems de Mexico, S.A., succeeding **John Manson III,** who resigned. Mr. Winsten has been representing Columbia Pictures International Corp. in Latin America for past 14 years.

Robert P. Gross of Doherty, Clifford, Steers and Shenfield, New York, to creative director of Meridian Films Ltd., Toronto. He will specialize in video tape production.

William Pratt and **John Gorman** join network and national selective sales staff of Canadian Broadcasting Corp., Toronto.

Mrs. Kelly Young, CKWX Vancouver, B. C., and **Cecelia Merrett,** CHAN-TV Vancouver, named directors of Advertising Writers' Assn. of Vancouver.

DEATHS

Julian Snyder, 62, vp and account executive at Cunningham & Walsh, New York, died Jan. 6 in Norwalk, Conn. He was executive on Texaco account. Formerly he was vp with Erwin Wasey, Ruthrauff & Ryan and was in charge of its London office for several years.

A helping hand from WMCA

WMCA New York and two transportation companies are extending helping hands to needy Negro citizens of Haywood and Fayette Counties in Tennessee. Starting Jan. 5 with the late night show of interviewer Barry Gray and continuing with daily, hourly announcements, the station is appealing to listeners to aid Negroes allegedly under economic "boycott" of fellow citizens because the former registered to vote in last year's elections. Listeners have responded with some 200 tons of food, clothing and other supplies, and the Schumer Theatrical Transfer Co. and United Van Lines have donated a fleet of trailers to transport the material South. The first truck caravan was to leave on Sunday (Jan. 15) after a civic sendoff headed by New York Mayor Robert Wagner.

RAB merchandising aids

Radio Advertising Bureau has distributed to members a series of 30 merchandising ideas developed by national and regional radio advertisers. The series, presented in the form of a kit, describes merchandising activities implemented by a variety of advertisers. The merchandising plans are designed to generate enthusiasm for the radio advertising among wholesalers, retailers, and the advertiser's own sales force.

WIP launches big campaign

The year 1961 belongs to WIP Philadelphia and station officials have devised a giant promotion to prove it. Operating on 610 kc (or ch. 61, as WIP calls it) the station has inaugurated its campaign, tieing in with the new year in a lavish, multi-media extravaganza.

Using heavy newspaper, outdoor and public transit advertising to buttress its own spots, WIP has set up a 1961 promotion schedule chock full of contests —and winners, 61 each month to be exact. Cost for the first month already has exceeded $10,000.

The saturation plan apparently is working because WIP in one form or another seems to be everywhere in the Philadelphia area, station officials report. Of course WIP endeared itself to numerous Philadelphians, prior to kicking off its '61 theme, by distributing 150 coveted tickets to the Philadelphia Eagles-Green Bay Packers National Football Championship game played there to winners of a Christmas promotion.

Network support

Three networks each gave $25,000 to the International Television Festival being sponsored by the Academy of Television Arts & Sciences in New York and Washington next fall (BROADCASTING, Dec. 19, 1960). Festival treasurer Henry S. White (l), vice president-general manager of WNTA-TV New York, shows the first deposit slip to Tex McCrary (seated), chairman of the festival committee, and John Walsh, former CBS-TV coordinator of special programs who has joined ATAS as executive director of the festival. Agencies and sponsors, producers and packagers will be contacted shortly for contributions to finance the event.

WNEW on Broadway

Instead of awarding 200 listeners with tickets to Broadway's newest hit musical, WNEW New York could feel sorry that the money had not been used to back the show. More than three months ago, the station planned a "WNEW Theatre Party" during the Christmas season for 200 lucky listeners, whose names were drawn Christmas Eve, and three future productions were under consideration: "Camelot," "Wildcat" and "Do Re Mi." Finally, "Do Re Mi" was picked. It opened Dec. 26 to the "hottest" reviews of the season, and WNEW's guests sat in center orchestra

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seats at the Dec. 30 performance. WNEW's promotion stimulated a massive mail response—188,822 cards. The 200 tickets, worth $1,800, were purchased from "Do Re Mi" producer David Merrick, who expressed his appreciation by inserting program stuffers, plugging the contest, in the *Playbills* of his other current Broadway productions.

Free Inaugural programs

WQMR Silver Spring, Md. (Washington, D. C.) announced last week that it will send free of charge (while they last) copies of the official program of President-elect Kennedy's Inauguration to members of the advertising industry. The station, which bills itself the radio voice of government people, will send the program with its compliments to advertising personnel who send a written request on agency letterhead to WQMR's vp and general manager Ed Winton.

Drumbeats...

Birthday house ▪ KDKA Pittsburgh recently celebrated its 40th birthday with a two month promotion in which more than 50,000 entrants vied for the grand prize — a completely furnished new home valued at more than $33,000. Listeners were required to identify a sound charade and write a 25 word statement why they would like to live in the birthday house. The eight weekly winners received an appliance starter set and competed against each other for the big prize, won by a local school teacher.

KFWB scholarship ▪ KFWB Los Angeles launched its scholarship fund for the Boys Club of Hollywood with a successful night of entertainment at the Hollywood Palladium. Featuring Fabian, Frankie Avalon, Duane Eddy, Johnny Burnett and Jerry Wallace, with program director Jim Hawthorne hosting the activities, station officials were overwhelmed by the response and predicted future events in conjunction with Boys Club scholarship fund.

Lucky birthday ▪ While Friday the 13th was causing uneasy moments to the superstitious clan, KQV Pittsburgh took the occasion to launch a gala on-the-air promotion — to celebrate its fourth birthday.

Book service ▪ KSET El Paso, Tex., is offering as a public service to its listeners a *Minute Book Review* twice daily. Prepared and broadcast (via beep signals) by an official of the city's public library, the reviews apparently have caught on with surprising results. The special bookshelf in the library containing the books reviewed already has long waiting lists and many letters have been received thanking the station for the service.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Jan. 5 through Jan. 11. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. •—educational. Ann.—Announced.

New tv stations

APPLICATION

Springfield, Ill.—Springfield Telecasting Co. Uhf ch. 26 (542-548 mc); ERP 17.38 kw vis., 9.7 kw aur; ant. height above average terrain 148 ft., above ground 146 ft. Estimated construction cost $31,000, first year operating cost $72,000, revenue $84,000. P.O. address 2515 Kemper, Shaker Heights, Ohio. Studio and trans. location 3004 S. 4th St., Springfield. Geographic coordinates 39° 45′ 37″ N. Lat., 89° 39′ 1″ W. Long. Continental Electronics 714, ant. RCA TFU24DL. **Richard Cole**, sole owner, has interest in KVOR Colorado Springs, Colo. and KTUR Turlock, Calif. Ann. Dec. 30, 1960.

New am stations

ACTIONS BY FCC

Fremont, Mich.—Rev. Stuart P. Noordyk. Granted 1550 kc, 1 kw D. P.O. address East State Rd., Box 361, Grant, Mich. Estimated construction cost $11,925, first year operating cost $20,000, revenue $30,000. Rev. Noordyk is organist for radio bible class. Ann. Jan. 11.

Charlotte Amalie, Virgin Islands—Island Bcstg. Corp. Granted 1000 kc, 1 kw U. P.O. address c/o Sanford J. Leeds, 190 Scranton Ave., Lynbrook, Long Island, N.Y. Estimated construction cost $28,267, first year operating cost $34,500, revenue $52,000. Owners are **Robert Moss** and **Robert E. Noble Jr.** (each 50%). Mr. Moss was in supervision and production of radio program; Mr. Noble is sales manager of **WABC New York**. Ann. Jan. 11.

APPLICATIONS

Centre, Ala.—Radio Centre. 1560 kc, 1 kw D. P.O. address c/o Fleeman Boney, Sturdivant & Marin St., Summerville, Ga. Estimated construction cost $24,714, first year operating cost $28,000, revenue $34,000. **Fleeman H. Boney**, sole owner, is attorney. Ann. Jan. 5.

Valparaiso, Ind.—Porter Count Bcstg. Co. 1500 kc, 250 kw D. P.O. address Rural Route 1, Box 134, Chesterton, Ind. Estimated construction cost $28,175, first year operating cost $60,000, revenue $75,000. Principals include **Leonard J. Ellis** and **Bernice A. Ellis**, as equal parners. Mr. Ellis is employe of WWCA Gary, Ind. Mrs. Ellis is partner in live show promotion company with husband. Ann. Dec. 2, 1960.

Paynesville, Minn.—Paynesville Bcstg. Co. 1300 kc, 500 kw D. P.O. address Paynesville, Minn. Estimated construction cost $12,500, first year operating cost $21,000, revenue $41,000. **R. Earle LeMasurier**, sole owner, owns newspaper. Ann. Dec. 30, 1960.

Holly Hill, S. C.—Palmetto Communications Corp. 1440 kc, 1 kw D. P.O. address Box 61, Holly Hill. Estimated construction cost $14,000, first year operating cost $18,848, revenue $31,200. Principals include **Pascal M. Eargle**, 50%, **Doris S. Rickenbacker**, 40%, **William H. Vandiver**, 10%. Mr. Eargle is employe of insurance company. Miss Rickenbacker is teacher. Mr. Vandiver is employe of WOIC Columbia, S.C. Ann. Jan. 5.

Existing am station

APPLICATION

WGAA Cedartown, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340kc). Ann. Jan. 6.

New fm station

ACTION BY FCC

Darien, Conn.—Independent Broadcasting Co. Granted 94.3 mc, 0.72 kw. P.O. address Box 1. Estimated construction cost $14,299, first year operating cost $20,000, revenue $25,000. Owners are **Guilford E. Morrell**, Consolidated Diesel technician, Stamford; **Walter F. Ranchinsky**, WNHC New Haven engineer (both 28%); **Daniel V. Salvatore**, Consolidated Diesel test engineer (16%); **Grace Peters**, American Cyanamid chemist (24%), and **Richard N. Ross**, WNYC New York engineer (4%). Ann. Jan. 11.

APPLICATION

Franklin, Tenn.—Robert E. Sewell and **William C. Montgomery.** 100.1 mc, .980 kw. Ant. height above average terrain 20.6 ft. P.O. address c/o Mr. Sewell, 239 Jennings St., Franklin, Tenn. Estimated construction cost $6,200, first year operating cost $5,000, revenue $7,000. Principals include Messrs. Sewell and Montgomery as equal partners. Mr. Sewell owns electrical appliances company. Mr. Montgomery is engineer for WSM Nashville. Ann. Jan. 5.

Existing fm station

APPLICATION

KBIQ (FM) Los Angeles, Calif.—Mod. of license to change main studio and station location from Los Angeles, Calif. to Avalon, Calif. Ann. Jan. 9.

WFAH-FM Alliance, Ohio—Cp to change frequency from 107.1 meg, ch. 269 to 92.5 meg ch. 223, increase ERP from 1 kw to

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Jan. 12

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,519	40	123	845
FM	758	67	205	107
TV	480	16[2]	111	102

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Jan. 12

	VHF	UHF	TV
Commercial	453	78	531
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

	AM	FM	TV
Licensed (all on air)	3,509	748	478[1]
CPs on air (new stations)	29	53	18[2]
Cps not on air (new stations)	112	211	111
Total authorized stations	3,650	1,012	661
Applications for new stations (not in hearing)	621	61	29
Applications for new stations (in hearing)	177	31	65
Total applications for new stations	798	92	94
Applications for major changes (not in hearing)	554	49	32
Applications for major changes (in hearing)	270	7	19
Total applications for major changes	824	56	51
Licenses deleted	0	1	0
Cps deleted	0	2	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.

28.4 kw, change ant. height above average terrain from 160 feet to 140 feet, install new trans. and make changes in ant. system. Ann. Jan. 4.

Ownership changes

ACTIONS BY FCC

KSFM (FM) Sacramento, Calif.—Granted assignment of license and SCA from **Fred D. White** and **Robert E. Stofan** to **KSFM Inc.** (Stofan, president); stock transaction. Ann. Jan. 11.

WEKY Richmond, Ky.—Granted assignment of license to **Tinker Inc. (J. Francke Fox,** president, has interest in WHLN Harlan, Ky., and WFCT Fountain City, Tenn.); consideration approximately $136,000. Ann. Jan. 11.

WEBC Duluth, Minn.—Granted assignment of licenses to **WMT-TV Inc.** (WMT-TV Cedar Rapids, Iowa; American Bcstg. Station Inc., 60% stockholder, is licensee of WMT Cedar Rapids, and KWMT Fort Dodge, Iowa); consideration $400,000 and in addition assignee will pay **George Clinton,** sole stockholder of assignor, $10,000 per year for 5 years for consulting and advisory services. Ann. Jan. 11.

KLAD Klamath Falls, Ore.—Granted assignment of license from **Myer Feldman** et al. to **Ogden Knapp;** consideration $175,000 and agreement not to compete in Klamath Falls area for five years. Ann. Jan. 11.

WESN North Augusta, S. C.—Granted (1) renewal of license and (2) assignment of license from **Shelton J. Rimer** and **Ted R. Woodard** to company of same name (Rimer, president); no monetary consideration—partnership incorporated. Ann. Jan. 11.

KWBA Baytown, Tex.—Granted transfer of control from **Bob H.** and **N. J. Walker** and **Winfred H. Hamilton** to **Cloyed O. Kendrick, David R. Worley** and **Hugh DeWitt Landis;** consideration $190,000. Kendrick and Landis own KENN Farmington, and KYVA Gallup, N.M., and Landis also has interest in KFBR-TV Farmington; Worley has majority interest in KLEA Lovington, N.M., and KSEL Lubbock, Tex. Ann. Jan. 11.

KBLT Big Lake, Tex.—Granted assignment of license from **Don Renault** to **Brown Morris** (interest in KTEN [TV] and KADA, Ada, and KWSH, Wewoka, all Oklahoma); consideration $27,100. Ann. Jan. 11.

KONP Port Angeles, Wash.—Granted acquisition of positive control of **Port Angeles Evening News,** parent corporation, by **C. N. Webster** (now 47% owner) through purchase of additional 53% interest from **Mae W. Duckering** and **Dorothy W. Wenner;** consideration $236,394. Ann. Jan. 11.

APPLICATIONS

WJHO Opelika, Ala.—Seeks involuntary transfer of control of **Opelika-Auburn Bcstg. Co.** from **Yetta G. Samford,** deceased, to **Mary D. Samford,** executrix of estate of Yetta G. Samford. Holdings of **C. S. Shealy, Aileen Samford,** and **Miles H. Ferguson,** 22.5% each, and **John E. Smollen,** 10%, remain same. Ann. Jan. 4.

KUPD-AM-FM Tempe, Ariz.—Seeks transfer of control of **Tri-State Bcstg. Co. John L. Breece** will transfer 33⅓% to **William H. Clifford** and **Jack F. Grimm,** equal partners (presently own 33⅓% each), for $10,000 plus promissory note for $12,500. Ann. Jan. 5.

KTCN Berryville, Ark.—Seeks transfer of control of **Ozark Radio & Equipment Co. E. Louise Lymbery** will sell 33⅓% to **A. W. & Dot Adams,** for $15,000. Holdings of **Ernest M.** and **Letajo Howard,** 50.33%, and **Walter M.** and **Mary R. Fuller,** 16.33%, remain same. At same time they seek to change **Ozark Radio & Equipment** from partnership to corporate form of business. Ann. Jan. 5.

KPSR-FM Palm Springs, Calif.—Seeks assignment of license from **K. P. S. R. Inc.** to **E. Edward Jacobson,** sole owner, for $14,000. Mr. Jacobson is licensee of KJLM (FM) San Diego and KGLA (FM) Los Angeles, both California, and is permittee of KEBJ (FM) Phoenix, and KTAP (FM) Tucson, both Arizona. Ann. Jan. 3.

KHOE Truckee, Calif.—Seeks assignment of cp from **Joseph W. Rupley** and **Robert Sherman** d/b as **Truckee Bcstg.** to **Robert Sherman,** sole owner. Mr. Rupley, 50%, has arranged to dispose of his interest through sign-off arrangement with Mr. Sherman. Ann. Jan. 6.

KICN Denver, Colo.—Seeks assignment license from **Empire Broadcasting Inc.** to **Central States Bcstg. Inc.,** in merger of two commonly owned companies **(Don. W. Burden).** Central States is licensee of KOIL-AM-FM Omaha, Neb. Ann. Jan. 4.

WESH-TV Daytona Beach, Fla.—Seeks transfer of control of **Telrad Inc. John H. Perry Jr.** (presently owns 50%) will purchase .1% from **Farwell W. Perry** (presently owns 50%) for $5,400 to give him 50.1% controlling interest of companies which control Telrad Inc. Ann. Jan. 4.

WORT New Smyrna Beach, Fla.—Seeks transfer of control of **Radio New Smyrna Inc. John C. Dent** and **Robert E. Wasdon,** equal partners, will transfer 50% interest to **Edward I. Cutler** and **Leon C. Hall,** to give each 25% interest, for $500. Mr. Cutler is connected with Zephyr Bcstg. Corp. Mr. Hall is president of savings and loan company. Ann. Jan. 5.

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WXLI Dublin, Ga.—Seeks assignment of license from **Radio South Inc.** to **Laurens County Bcstg. Co.** for $85,000. Principals include **Herbert I. Conner**, 52%, **C. Theodore Kirby** and **Howard C. Gilreath**, 24% each. Dr. Conner is physician. Messrs. Gilreath and Kirby are employes of WVOP Vidalia, Ga. Ann. Jan. 5.

KPOI-AM-FM Honolulu, Hawaii—Seeks transfer of control of **KPOI Bcstg. Co.** **Thomas F. Hollinger** (49%) is selling 25% interest, and **Herbert C. Fearhead** (51%) is selling 26% interest to **Colgreene Bcstg. Co.**, 51%, for $83,750 a piece. Mr. Hollinger will retain 24%, and Mr. Fearhead will retain 25% of KPOE Bcstg. Co. Colgreene Bcstg. Co. is owned by **Orin Lehman**, 70%, and **Albert Heit**, 30%, and is licensee of WHUC Hudson, N. Y. Ann. Jan. 4.

KBTN Neosho, Mo.—Seeks assignment of license from **Galen O. Gilbert & W. R. Bentley** d/b as **Radio Station KBTN** to **KBTN Inc.** Change from partnership to corporate form of business with no financial consideration involved. Ann. Jan. 9.

KMBY Billings, Mont.—Seeks transfer of control of **Billings Bcstg. Co.** **Weymouth D. Symmes** is selling 5% interest to **Mrs. Genevieve Nelson** for $5,900. All other holdings remain the same. Ann. Jan. 9.

WMVB Millville, N. J.—Seeks transfer of control of **Union Lake Bcstrs. Inc.** **Frances Sharp**, executrix of estate of Frank S. Sharp, is selling 5% total interest, for $4,381, to **Fred M. Wood**, 52.63% (presently owns 50%), **Dorothy H. Carlson, Wilfred C. Lockey, Michael A. Buglio**, and **Harry J. Daly**, 10.53% each (presently owns 10% each), and **Muriel Buglio**, 5.25% (presently owns 5%). Ann. Jan. 9.

KLTR Blackwell, Okla.—Seeks transfer of control of **Star Bcstg. Co.** **Dr. Forrest G. Conley** will sell 50.7% total interest to **Robert F. Pool III**, 96.3% (presently owns 45.6%), for $12,500. Holdings of **Karl B. Dwawatsky**, 1.6%, **Charles W. Hobbs**, 1.6%, and **K. D. Sole** .33%, remain same. Ann. Jan. 4.

KYES Roseburg, Ore.—Seeks transfer of control of **Douglas Bcstrs. Inc.** Transfer of 80% interest from **Bernard C. Davis, E. J. Whipple**, and **Jim S. Whipple**, 17% each, **H. G. Horn**, 9%, and **E. Leroy Hiatt**, 20% (presently owns 40%) to **Elliott Motschenbacher**, 66%, and **George W. Neuner**, 14%, for $52,790. Mr. Hiatt, will retain 20% interest. Mr. Motschenbacher is employe of KYES. Mr. Neuner is attorney. Ann. Jan. 5.

WESN North Augusta, S.C.—Seeks transfer of control of **North Augusta Bcstg. Co.** **Shelton J. and Dorothy K. Rimer** will sell 84% total interest to **Frances B. Bennett** for $40,000. Frances Bennett owns investment company. Ann. Jan. 9.

WNTT Tazewell, Tenn.—Seeks assignment of license from **Hubert Turner, Floyd Turner** and **Calvin Smith** d/b as **Clairborne Bcstg. Co.** to **Hubert Turner** and **Floyd Turner** d/b as **Clairborne Bcstg. Co.** Assignment involves transfer of 33⅓%, from Calvin Smith to Hubert Turner, 66⅔% (presently owns 33⅓%) for $10,600. Holdings of Floyd Turner, 33⅓% remain same. Ann. Jan. 5.

Hearing cases

FINAL DECISIONS

■ By memorandum opinion and order, commission granted petition for reconsideration by Radio Americana Inc., accepted pleading in conflict with sec. 1.51 of rules, severed from consolidated proceeding in dockets 13225 et al., and granted its application for new am station to operate on 940 kc, 1 kw, D, DA, in Baltimore, Md., conditioned to accepting any objectionable interference which may be caused to its operations as result of the grant of one or more of applications of Seven Locks Bcstg. Co., Potomac-Cabin John, Md., Tidewater Bcstg. Co., Smithfield, Va., and Tenth District Bcstg. Co., McLean, Va.; granted petition by Rossmoyne Corp. to dismiss its application for new am station in Lebanon, Pa. Chmn. Ford dissented with statement in which Comr. Bartley joined; Comr. Hyde dissented. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition by Rev. Stuart P. Noordyk, severed from consolidated proceeding in dockets 12798 et al., and granted his application for new am station to operate on 1550 kc, 1 kw, D, in Fremont, Mich. Ann. Jan. 11.

■ Commission has type-accepted vhf tv translator equipment manufactured by Electronics Missiles and Communications Inc., 262 East Third Street, Mt. Vernon, N.Y. Identified as type no. HRV, equipment is usable on all vhf chs. (2 through 13) with 1 w. maximum transmitter power output. Ann. Jan. 11.

■ By memorandum opinion and order, commission granted petition by Sierra Bcstg. Co., severed from consolidated proceeding in dockets 12651 et al., and granted application to increase daytime power of KBET Reno, Nev., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw, and also to accept such interference as may be imposed by station proposed by James E. Walley or Sanval Bcstgs., Oroville, Calif. Ann. Jan. 11.

■ By memorandum opinion and order, commission granted joint petition for reconsideration by North Georgia Radio Inc. (WBLJ) Dalton, Ga., Woofum Inc. (WFOM) Marietta, Ga., and Regional Bcstg. Corp. (WMMT) McMinnville, Tenn., and granted their applications to increase daytime power from 250 w to 1 kw; continued operation on 1230 kc, 250 w-N, each conditioned to accepting such interference as may be imposed on its operations by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw; terminated proceedings in dockets 13660-2; BP-12590, 12617, 13404. Ann. Jan. 11.

■ By decision, commission modified Oct. 11, 1960 initial decision and (1) granted application of Independent Bcstg. Co., for new class A fm station to operate on 95.9 mc, ERP 720 w, ant. height 160 ft., in Darien, Conn., and (2) denied application of High Fidelity Music Co. for similar facility with ERP 740 w and ant. height 256 ft. in Port Jefferson, N.Y.; also disposed of related pleadings as indicated in decision. Comr. Lee concurred in result, with statement. Ann. Jan. 11.

■ By decision, commission granted application of Island Teleradio Service Inc., for new am station to operate on 1000 kc, 1 kw, unl., in Charlotte Amalie, St. Thomas, V. I., and denied application of WPRA Inc., to move facilities of WPRA (990 kc) from Mayaguez, P. R., to Guynabo, P. R., and change from 10 kw, DA-1, unl., to 1 kw-N, 10 kw-LS. Chmn. Ford not participating. February 26, 1960 initial decision looked toward this action. Ann. Jan. 11.

■ By memorandum opinion and order, commission granted petition by Richard F. Lewis Jr. Inc. of Winchester, severed from consolidated proceeding in dockets 12676 et al., and granted its application to increase daytime power of WINC Winchester, Va., from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. Jan. 11.

■ Commission granted request for waiver of sec. 4.603 of rules by Salinas Valley Bcstg. Corp. (KSBW-FM TV), Salinas, Calif., to permit diplexing fm programs from its studio to fm trans. on tv studio-link station KMT-27, for period ending Dec. 1, 1962, conditioned that addition of second subcarrier has no degrading effect with respect to tv video and sound channels. Ann. Jan. 11.

■ Commission granted request for waiver of sec. 4.603 of rules to enable Travelers Bcstg. Service Corp. (WTIC AM-FM TV), Hartford, Conn., to multiplex am programs, in event of telephone circuit failure, from tv and am studio to am trans. on tv studio-link station KCG-26, for period ending April 1, 1963, conditioned that addition of second subcarrier has no degrading effect with respect to tv video and sound channels. Ann. Jan. 11.

OTHER ACTION

■ By order, commission extended from February 1 to April 1 period in which television vhf repeaters (boosters), which were constructed before July 1, 1960 and authorized to continue operation temporarily, to apply for conversion to conform to new low-power vhf translator rules. This is being done because of present limited availability of type accepted vhf translator equipment. Ann. Jan. 11.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

■ Granted petition by Broadcast Bureau and extended to Jan. 18 time to file exceptions and to Jan. 30 for replies in proceeding on application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV, ch. 5, Weston, W.Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby. Action Jan. 6.

■ Granted petition by Broadcast Bureau and extended to Jan. 5 time to respond to

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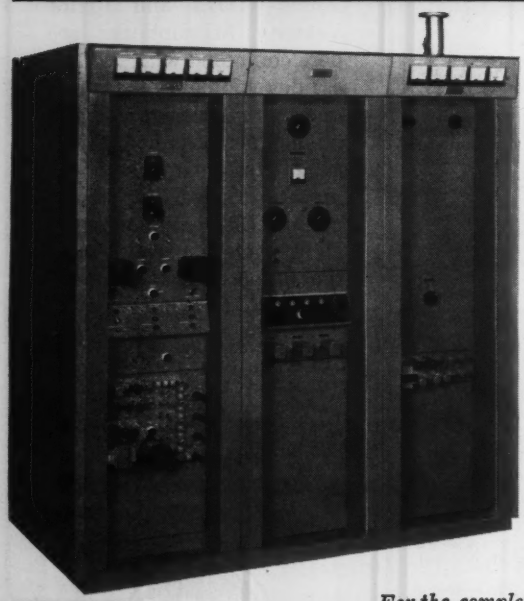

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petition by West Bend Bcstg. Co. (WBKV) West Bend, Wis., for reconsideration and grant without hearing of its am application; application is consolidated for hearing with dockets 13014 et al. Action Jan. 6.

■ Granted petition by Associated Enterprises, Brockton, Mass., and extended to Jan. 20 time to respond to petition by Enterprise Publishing Co. (WBET) Brockton, for reconsideration of Nov. 22 grant to Associated for new am station to operate on 1410 kc, 1 kw, DA, D, in Brockton. Action Jan. 6.

By Chief Hearing Examiner James D. Cunningham

■ Denied joint petition by Nansemond Broadcasters, Suffolk, Va., and D. D. Cameron, Portsmouth, Va., insofar as it requested chief hearing examiner to act on request for leave to amend Cameron application for new am station, dismissal of Nansemond application, and grant of Cameron amended application; ruled that jurisdiction of no phase of petition presently rests with chief hearing examiner, but rather with presiding hearing examiner pursuant to sec. 1.363(b) of rules. Action Dec. 29.

■ Granted petition by Broadcast Bureau and extended from Dec. 30 1960, to Jan. 6, 1961, date to file proposed findings, and on own motion, extended from Jan. 10 to Jan. 16 for replies in proceeding on tv translator applications of J. R. Karban, Rhinelander, Wis. Action Dec. 30.

■ Granted joint petition by Redwood City Bcstg. Co., Palo Alto, Calif., and Golden Gate Bcstg. Corp. (KSAN) San Francisco, Calif., for approval of agreement for withdrawal of Redwood City application, and granted petition by Redwood City to extent that it involves dismissal of its application; dismissed application with prejudice; application was consolidated for hearing with dockets 13649 et al. Action Dec. 30.

■ Granted petition by Metropolitan Tv Co. (KOA) Denver, Colo., for leave to intervene in proceeding on four applications for use of frequency 860 kc, daytime hours only (Bernalillo Broadcasting Co., Albuquerque, N.M., et al.). Action Jan. 3.

■ Dismissed document entitled "Reply to Opposition" by Redwood City Bcstg. Co., Palo Alto, Calif., in proceeding on its am application, et al. Action Jan. 4.

■ Extended from Jan. 4 to Jan. 16 time to file additional material in connection with "Joint Petition for Approval of Agreement," filed by Interurban Bcstg. Corp. and Laurel Bcstg. Co., Laurel, Md., in proceeding on their am applications, et al. Action Jan. 4.

■ Upon request by Northeast Radio Inc. (WCAP) Lowell, Mass., extended to Jan. 6 date to file reply findings and conclusions in proceeding on its am application. Action Jan. 4.

■ Upon consideration of notice by Broadcast Bureau of withdrawal of its petition of Dec. 28 for extension of time to file proposed findings in Lake Charles-Lafayette, La., tv ch. 3 proceeding, dismissed petition.

■ Scheduled following applications for hearings on dates shown: *Feb. 20:* Waco Corp. (WACO-FM) Waco, Tex.; *March 28:* Applications of Broomfield Non-Profit Tv Assn., for temporary authority to operate three vhf tv broadcast repeater stations in Bloomfield, N.M. Action Jan. 6.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau and continued Jan. 9 prehearing conference to Jan. 26 and Jan. 26 evidentiary hearing to date to be announced at conclusion of prehearing conference in proceeding on applications of Martin Theatres of Georgia Inc. (WTVM) and Columbus Bcstg. Co., (WRBL-TV) Columbus, Ga. Action Jan. 5.

By Hearing Examiner Walther W. Guenther

■ Granted joint request of counsel for protestant and applicant, and postponed indefinitely date for exchange of protestant's exhibits presently scheduled for Jan. 3, and date for notification of witnesses desired for cross-examination presently scheduled for Jan. 9 in proceeding on applications of New England Microwave Corp. for new fixed video radio stations in Richmond and North Adams, both Massachusetts. Action Jan. 3.

■ On own motion, scheduled Feb. 1 for exchange of exhibits, as informally agreed upon by parties, and hearing for Feb. 23 in proceeding on application of Central Wisconsin Tv Inc., for new tv station to operate on ch. 9 in Wausau, Wis. Action Jan. 4.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Northwest Bcstg. Co., Fort Dodge, Iowa, and postponed various procedural steps in proceeding on its am application, et al; continued hearing from Feb. 15 to March 15. Action Jan. 3.

■ Granted motion by Kay Kis Corp., and extended from Jan. 4 to Jan. 13 date to file reply findings in proceeding on application of Service Bcstg. Co., for am facilities in Concord, Calif. Action Jan. 4.

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended to Jan. 5 time to respond to joint petition by Martinsburg Bcstg. Co. (WEPM) Martinsburg, W.Va., and Connellsville Bcstg. Inc. (WCVI) Connellsville, Pa., for severance from proceeding on am applications of Charlottesville Bcstg. Corp. (WJMA) Orange, Va., et al. Action Dec. 29.

By Hearing Examiner H. Gifford Irion

■ On own motion, continued prehearing conference from Jan. 20 to Jan. 24 in proceeding on applications of Queen City Bcstg. Co. and Val Verde Bcstg. Co., for am facilities in Del Rio, Tex. Action Jan. 4.

By Hearing Examiner David I. Kraushaar

■ Scheduled prehearing conference for Jan. 23 in proceeding on am applications of Spencer Bcstg. Co., Spencer, W.Va., et al. Action Jan. 3.

By Hearing Examiner Jay A. Kyle

■ On own motion, scheduled prehearing conference for Jan. 17 in proceeding on application of Sawnee Bcstg. Co., for new am station in Cumming, Ga. Action Jan. 6.

■ Granted request by Concert Network Inc., and extended to Jan. 23 time to file replies, if any, in proceeding on its application and that of WBUD Inc., for facilities in Trenton, N.J. Action Jan. 6.

■ On own motion, scheduled prehearing conference for Jan. 16 in proceeding on am applications of Capitol Bcstg. Corp., (WKXL) Concord, N.H., et al. Action Jan. 6.

By Hearing Examiner Forest L. McClenning

■ Scheduled prehearing conference for Jan. 13 in proceeding on applications of Eugene Bcstgs. and W. Gordon Allen for am facilities in Eugene, Ore. Action Jan. 5.

■ On motion, continued Jan. 18 hearing to date to be subsequently specified in matter of revocation of license of KWK Radio Inc. for KWK St. Louis, Mo., pending disposition of respondent's request for bill of particulars. Action Jan. 6.

By Hearing Examiner Herbert Sharfman

■ Changed time of Jan. 13 prehearing conference from 10 a.m., to 2 p.m., in proceeding on applications of Arthur A. Deters and College Radio for am facilities in Greenfield and Amherst, both Massachusetts. Action Dec. 30.

■ Treated "letter-amendment" by applicant Paul F. Braden and Radio Station WPAY Inc., as petition, and granted same for leave to amend application of Paul F. Braden (WPAY) Portsmouth, Ohio, to substitute Radio Station WPAY Inc. for Paul F. Braden as applicant in docket 13845. Action Jan. 4.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Earl McKinley Trabue for leave to amend his application for new am station in Myrtle Creek, Ore., to conform application to showing made in exhibits prepared by Trabue designed to establish his financial qualifications. Action Jan. 3.

■ Granted request by Ralph J. Silkwood to continue Jan. 6 hearing to April 3 in proceeding on his application for new am station in Klamath Falls, Ore. Action Jan. 3.

■ Scheduled prehearing conference for Jan. 26 in proceeding on application of Cherokee County Radio Station for am facilities in Centre, Ala. Action Jan. 3.

■ Scheduled hearing conference for Jan. 17 in proceeding on application of Brennan Bcstg. Co. for new am station in Jacksonville, Fla. Action Jan. 4.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of January 6

Oklahoma Tv Corp., Oklahoma City, Okla.—Granted cp and license for new low power station.

WRVM-FM Rochester, N. Y.—Granted cp to replace expired permit for fm station.

Actions of January 5

■ Granted STA for following vhf tv repeater station: Canon Creek T V Club, ch. 13, Canon Creek Area, Garfield County, Colo. (KOA-TV, ch. 4, Denver, Colo.).

KWSH Wewoka, Okla.—Granted acquisition of positive control by **Bill** and **Katherine Hoover** (family group) through sale of stock by **Brown** and **Mary K. Morris** to **Tri-Cities Bcstg. Co.**

KADA Ada, Okla.—Granted acquisition of positive control by **Bill** and **Katherine Hoover** (family group) through sale of stock by **Anderson Brown** and **Mary K. Morris** to **KADA Bcstg. Inc.**

KANA Anaconda, Mont.—Granted assignment of license to **Amperage Inc.**

KSTF (TV) Scottsbluff, Neb. — Granted mod. of license to change studio location.

Actions of January 4

KTEN Ada, Okla.—Granted acquisition of positive control by **Bill** and **Katherine Hoover** (family group) through purchase of stock from **Anderson Brown** and **Mary T. Morris.**

KWBC Navasota, Tex.—Granted license for am station.

KXL Portland, Ore.—Granted license covering increase in power, installation new trans. and DA, change trans. location; condition.

WPLM Plymouth, Mass.—Granted license covering change of hours of operation, employing DA-N-D.

WKZO Kalamazoo, Mich.—Granted mod. of license to operate trans. by remote control, while using DA; conditions.

WPRO Providence, R. I.—Granted mod. of license to operate main trans. by remote control while using DA; conditions.

WCAE Pittsburgh, Pa.—Granted mod. of license to operate main trans. by remote control while using DA; conditions.

WFTM Maysville, Ky.—Granted cp to install new trans. and specify remote control operation of trans. (main studio location).

KFMJ Tulsa, Okla.—Granted cp to install new trans. and change studio location (main trans. location) and delete remote control operation of trans.

WCNC Elizabeth City, N. C.—Granted cp to install new trans.

WCUY (FM) Cleveland Heights, Ohio—Granted mod. of cp to increase ERP to 27 kw; decrease ant. height to 235 ft.; change trans. location, ant. and ant. system.

WTXL West Springfield, Mass.—Granted mod. of cp to change type trans.

WFCJ (FM) Miamisburg, Ohio—Granted mod. of cp to change type trans., ant. and decrease ERP to 6.7 kw.

■ Following stations granted extensions of completion dates as shown: WCUY (FM)

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

Cleveland Heights, Ohio to February 28; KAJS (FM) Newport Beach, Calif. to June 9; WICK Scranton, Pa. to February 1; KLYD-FM Bakersfield, Calif. to March 31.

Actions of January 3

■ Granted STA for following vhf TV repeater station: Forks Tv Club Inc., ch. 10, Forks, Wash. (CBUT-TV, ch. 2, Vancouver, British Columbia).

KBES-TV, KOTI (TV) Medford, Klamath Falls, Ore.—Granted assignment of licenses to Southern Oregon Bcstg. Co.

KJR Seattle, Wash.—Granted license covering installation of type trans. to be used as aux. trans. at present trans. location.

WTWN St. Johnsbury, Vt.—Granted cp to install old main trans. (main trans. location) as alternate main trans. during nighttime hours of operation and aux. trans. during daytime hours of operation.

WIKE Newport, Vt.—Granted cp to install old main trans. (main trans. location) as alternate main trans. nighttime hours and as aux. trans. daytime hours of operation.

KWHN Fort Smith, Ark.—Granted cp to install new trans.

KVOZ Laredo, Tex.—Granted cp to change ant.-trans. location: make changes in ant. sys. (increase height); changes in ground system and specify remote control operation of trans.

Actions of December 30

WVLD Valdosta, Ga.—Granted extension of authority through April 1 to operate unl. time.

Petitions for rulemaking

Association of Federal Communications Consulting Engineers, Washington, D. C.—Requests amendment of rules so as to increase operating power permitted by stations employing roof-top antennas from 500 to 1000 w.

Kentuckiana Tv Inc., Louisville, Ky.—Requests assignment of ch. 31 to Louisville, Ky. by making following changes: Present, 3–, 11+, 15*, 21–, 41–, and 51–; Proposed, 3–, 11+, 15*, 21–, 41–, and 31.

WXTV (TV) Youngstown, Ohio—Requests amendment of rules so as to allocate uhf ch. 15 to Youngstown, Ohio by making following proposed changes: Canton, Ohio, ch. 29, delete (channel unused); Ashtabula, Ohio ch. 15, delete (channel unused); Pittsburgh, Pa. ch. 22, delete (channel unused).

Pennsylvania State U., State College, Pa.—Request amendment of rules so as to allocate vhf ch. 3 to State College, Pa. and reserve it for educational use, at separation of 157 miles from WRCV-TV Philadelphia, Pa., and 163 miles from WSVA-TV Harrisonburg, Va. Ann. Jan. 6.

Channel change requests

The FCC received approximately 100 specific requests for channel changes and assignments in comments on the proposal to implement an interim policy of selected drop-ins of vhf channels in major markets (BROADCASTING, Jan. 9). The following requests for channel assignments were compiled by the Assn. of Maximum Service Telecasters. Many involve drop-ins at reduced mileage separations or wholesale realignment of allocations in several cities. The following list gives the city, suggested channel(s) and requesting parties (in parentheses) in that order:

Akron, Ohio—Unidentified vhf channel (Summit Radio Corp.).

Albany, N.Y.—Ch. 10 (CBS, Capital Cities Bcstg. Corp.); ch. 13 (CBS).

Apopka, Fla. (near Orlando)—Ch. 11 (Florida Educational Television Commission).

Atlanta, Ga.—Unidentified vhf channel (Robert W. Rounsaville).

Austin, Texas—Ch. 11 (Miss Scottie Gayle Stevenson, McHenry T. Tichenor, Storer Broadcasting Co.); ch. 13 (Storer Broadcasting Co.).

Baton Rouge, La.—Ch .11 (ABC, Storer Broadcasting Co.).

Beatrice, Neb.—Ch. 4 (MIA Enterprises Inc.).

Beaumont, Texas—Ch. 12 (CBS).

Binghampton, N.Y.—Ch. 4 (Binghamton Press Co., Storer Broadcasting Co.); ch. 9.

Birmingham, Ala.—Ch. 4 (Birmingham Television Corp., Storer Broadcasting Co., ABC, CBS, NBC.); ch. 8.

Bridgeport, Conn.—Ch. 6 (Connecticut-New York Broadcasters).

Champaign, Ill.—Unidentified channel (Plains Television Corp.).

Charlotte, N.C.—Ch. 6 (ABC, CBS, Storer Broadcasting Co.); ch. 11 (Charlotte Telecasters Inc.).

Cincinnati, Ohio—Unidentified vhf channel (Robert W. Rounsaville).

Columbia, S.C.—Unidentified vhf channel (Palmetto Radio Corp.).

Dayton, Ohio—Ch. 11 (Buckeye Broadcasting Corp., Greater Dayton Broadcasting Corp., Storer Broadcasting Co., ABC, NBC, CBS).

Des Moines, Iowa—Ch. 5 (CBS).

Erie, Pa.—Unidentified vhf channel (Great Lakes Television Co.); ch. 5 (Storer Broadcasting Co., NBC).

Grand Rapids, Mich.—Ch. 13 (FCC Docket No. 13374 and Atlas Broadcasting Co., Peninsular Broadcasting Co., NBC, ABC, CBS, NBC); ch. 11.

Greensboro, N.C.—Ch. 8 (CBS).

Hartford-New Haven, Conn.—Ch. 10 (NBC); ch. 12; ch. 6 (Storer Broadcasting Co.).

Houston, Texas—Ch. 5 (Lester Kamin).

Jackson, Miss.—Ch. 5 (John McLendon).

Jacksonville, Fla.—Ch. 10 (Post Times Co., WZOK Inc., Community First Corp.); add chs. 5 and 13, delete ch. 12 (Storer Broadcasting Co., ABC, CBS, NBC).

Johnstown-Altoona, Pa.—Ch. 3 (Rivoli Realty Co., Penn Traffic Co., Storer Broadcasting Co., ABC, CBS, NBC).

Knoxville, Tenn.—Ch. 8 (South Central Broadcasting Corp., ABC, CBS).

Louisville, Ky.—Unspecified vhf channel (Robert W. Rounsaville, Mid America Broadcasting Corp.); ch. 5 (Storer Broadcasting Co.); ch. 6 (Douglas H. McDonald, Trustee; Kentuckiana Television Inc.; ABC); ch. 7 (ABC, CBS, NBC).

Macon, Ga.—Unidentified vhf channel (Peach State Broadcasting Co.); ch. 4 (Middle South Broadcasting Co., Storer Broadcasting Co.); ch. 7 (Storer Broadcasting Co.); ch 10, switch ch. 6 Thomasville with ch. 10 Albany (Storer Broadcasting Co.).

Mayaguez, P.R.—Ch. 8 (American Colonial Broadcasting Corp.); ch. 10.

Milwaukee, Wis.—Ch. 8 (Beacon Electronics Inc.).

Mobile, Ala.—Ch. 3 (CBS).

Montgomery, Ala.—Ch. 8 (Birmingham Television Corp., Capitol Broadcasting Co., ABC, CBS).

Muncie, Ind.—Unidentified vhf channel (Tri City Radio Corp.).

Norfolk, Va.—Ch. 13 (CBS).

Oklahoma City, Okla.—Ch. 5 (Cimarron Television Corp., CBS).

Orlando, Fla.—Ch. 2 (CBS).

Palm Springs, Calif.—One or more unidentified channels (KCMJ Inc.).

Pittsburgh, Pa.—Unidentified vhf channel (Telecasting Inc.)

Portland, Maine—Ch. 3 (Leon P. Gorman).

Poughkeepsie-Kingston, N.Y.—Ch. 3 (Springfield Television Broadcasting Corp.)

Providence, R.I.—Ch. 6 (FCC Docket No. 13375 and Roger Williams Broadcasting Co.); ch. 3 (Springfield Television Broadcasting Corp.); ch. 9 (Storer Broadcasting Co.); ch. 11 (Storer Broadcasting Co.); add ch. 13, delete ch. 10 and ch. 12 (Storer Broadcasting Co.).

Quincy, Ill.-Hannibal, Mo.—Ch. 12 (Storer Broadcasting Co.).

Raleigh-Durham, N.C.—Ch. 13 (CBS); ch. 9 (ABC).

Rockford, Ill—Ch. 3 (Winnebago Television Corp.).

Saginaw-Bay City-Flint, Mich.—Ch. 3 (Lake Huron Broadcasting Corp.).

San Antonio, Texas—Unspecified vhf channel (KCOR Inc.).

Selma, Ala.—Ch. 5 (Capitol Broadcasting Co.).

Shreveport, La.—Ch. 6 (CBS); ch. 4 (replace ch. 3 with ch. 2 (Storer Broadcasting Co.).

Springfield, Mo.—Ch. 4, replace ch. 3 with ch. 2 (Storer Broadcasting Co.).

Tampa, Fla.—Ch 10 (CBS).

Terre Haute, Ind.—Ch. 6 (Storer Broadcasting Co.)

Toledo, Ohio—Ch. 5 (Storer Broadcasting Co.)

Topeka, Kan.—Ch. 3 (Storer Broadcasting Co.); ch. 6 (Storer Broadcasting Co.).

Waco, Texas—Ch. 12 (Waco Broadcasting Corp.).

Wheeling, W.Va.-Steubenville, Ohio—Ch. 3 (West Virginia-Ohio Broadcasting Co.); ch. 12 (ABC).

Wichita, Kan.—Ch. 12 (CBS).

Worcester, Mass.—Ch. 13 (Springfield Television Broadcasting Corp.).

You're looking at an AM transmitter that has less down-time than any other. It's a Collins transmitter, and its reliability was proven by a survey of 1,024 stations. Remember: Collins transmitters are pre-tested on your frequency. They're another example of Collins broadcast superiority — acclaimed throughout the world.

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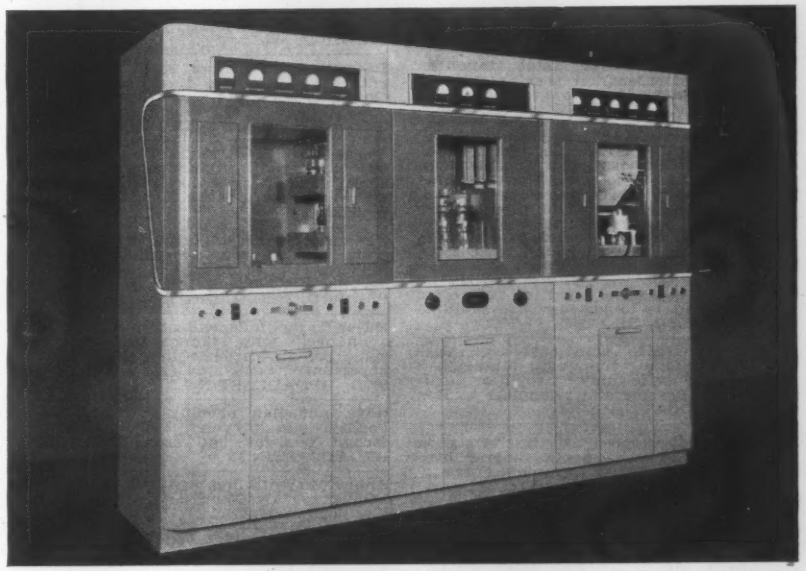

outputs: 250; 500; 1,000; 5,000; 10,000 watts • stable crystals eliminate crystal ovens • easily accessible, conservatively rated components • thermal time delay circuitry • automatic voltage sequencing • air filtered directly to components. For information contact your Collins sales engineer, or write direct.

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(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer; but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliate in an eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with snapshot, in first letter. Box 390D, BROADCASTING.

General manager for the top station in a midwest city. Unequalled opportunity for experienced manager. Write qualifications Box 592D, BROADCASTING. (We will contact no one until you give your permission.)

Combination manager, sales manager for new construction AM daylighter in N.W. metropolitan district. Permanent, pay well. Largest station in area. Box 622D, BROADCASTING.

Need country and western general or sales manager. Profit sharing. East coast. Box 631D, BROADCASTING.

Southern Group—see our ad under Help Wanted—Sales.

Sales

Southern group — Top-rated metropolitan stations—has opening salesman—30-40, married. Liberal guarantee—moving—rapid advancement to management for producer. Area applicants preferred. Send photo-resume Box 977C, BROADCASTING.

No. 1 Pulse and Hooper rated station in large midwestern market seeking two aggressive salesmen. If you want to sell, write Box 323D, BROADCASTING.

At least 2 years full time radio sales experience. Salesman we are looking for is stable, mature, conscientious and capable, but would like to move to south Florida so that he and family can enjoy warm, casual, year-round outdoor living. If you are the man we want you will write for further information knowing that nothing ventured is nothing gained. All replies confidential. Box 554D, BROADCASTING.

Baltimore—Good money and top future for salesman who is loking upward. Multiple chain. Box 576D, BROADCASTING.

Midwest 50kw seeks young, aggressive salesman. Prefer family man with minimum 3 years experience in midwest small or medium market. Resume and references to Box 600D, BROADCASTING.

Salesman, experienced, aggressive, good references. Active accounts; liberal base plus commission. KRIC, Beaumont, Texas.

Sales suburban Chicago AM-FM. 1 kw AM with 5 kw pending. 180 kw FM, young organization. 15 year old station. Original ownership. Advance with extremely liberal commission. All details first letter. WEAW, Evanston, Illinois.

Opportunity radio salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Help Wanted—(Cont'd)

Sales

Top salaries for top idea salesmen. KSJB is offering established accounts plus territory we haven't even touched, to the right men. Salaries scaled up per thousand for incentive. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Announcers

Announcer with first class ticket wanted for quality radio station in east. Excellent facility, good group, wonderful area for living. Send details first letter to Box 290D, BROADCASTING.

Southwest Florida network station needs announcer. Must be excellent newscaster and production commercial announcer. No d.j. and minimum of board work involved. Salary open. Forward picture, resume, tape, and phone number for contact to Box 376D, BROADCASTING.

Texas medium market station needs mature voiced announcer with production experience. Box 462D, BROADCASTING.

Announcer with 2 years commercial experience . . . Pennsylvania 250 watts . . . start at $85 per week with regular raises. Interview necessary if we like your tape and resume. Send to: Box 500D, BROADCASTING.

Northern Ohio station has immediate opening for experienced dj-newsman. Salary dependent on ability. Send photo, tape, background, and references to Box 510D, BROADCASTING.

Modern radio in Florida's fastest growing area, central Florida's east coast . . . has immediate opening for announcer-engineer, emphasis on announcing. Box 529D, BROADCASTING.

DJ with good mature voice and friendly, enthusiastic aproach. Must be able to sell. Good pay for right man. Experience mandatory. Send tape, resume and salary requirements to Box 534D, BROADCASTING.

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. Salary open but well above average. Box 553D, BROADCASTING.

News man with authoritative delivery, reporter, writer, good opportunity in wages for midwestern full time station. Immediate opening. Send tape, resume, and references. Box 561D, BROADCASTING.

Major market independent good music operation needs your staffer with real quality voice. Some experience preferable. Excellent opportunity. Send tape and resume to Box 567D, BROADCASTING.

Have immediate opening-announcer-central Pennsylvania daytimer. Pop and big band format. Send tape and resume to: Box 603D, BROADCASTING.

Announcer with first class ticket wanted for Michigan 5 kw. Send details first letter to Box 608D, BROADCASTING.

Washington, D. C. swinging 40 dj. Pulse rated. Strong on personality. Tape, resume. Box 624D, BROADCASTING.

Need country and western dj. If can do air work and can sell own program, will offer good percentage plan. East coast. Box 630D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted immediately, experienced morning announcer, capable of operating own board. Adult programming. Send photo, tape and resume to Manager, P.O. Box 1489, Alexandria, Louisiana.

Immediate opening for mature, experienced announcer CBS good music station. $80.00 for 40 hour week, two weeks paid vacation. Group hospital plan. Send tape and resume to KBOW, Box 1932, Butte, Montana.

Number one area station needs fast pace swinging deejay. Opportunity to work into tv. Send resume, tape, picture, salary to Dick McDaniel, Program Director, KFEQ St. Joseph, Missouri.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Three weeks vacation per year, insurance and hospitalization, and good salaries are some of the benefits being offered for announcers with first tickets. Strong on announcing, no maintenance. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Hard working announcer/board operator, single, age 20 to 25, experienced, competent. Car necessary. Fast-moving, independent station operation, wide-area service from small-town location. Air mail photo, details, references KVWM, Show Low, Arizona.

Experienced announcer wanted. First class ticket helpful but not necessary. Multiple operation with regional coverage in college town. Excellent benefits and advancement possibilities. Send resume and tape to Durwood Carn, WALM, Albany, Michigan.

First phone announcer immediate opening 60 miles from New York City. WBNR, Beacon, N. Y.

Immediate opening for combo with knowledge of directional operation. Good voice, middle of the road programming. WGAI-Elizabeth City, North Carolina.

Ohio station looking for top rated dj now in smaller market and ready for move up. Rush tape and background to Jim Smith, WING, Dayton 2, Ohio.

Immediate opening for good dj. Modern production minded station. Send tape, resume, photo WIRK, West Palm Beach, Florida.

Staff announcer — good opportunity with growing multiple operation. Salary good with fringe benefits such as hospitalization, life insurance, etc. Send complete resume with tape to Joe Carson, WOKK, Meridian, Miss.

Michigan independent needs experienced morning man immediately. WOAP, Owosso, Michigan.

Ideal climate, lovely town, top station. WSTU, Stuart, Florida, needs good announcer with first phone. Start $350 month plus free housing. Send tape, photo, references.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Technical

Washington consulting engineer offers excellent opportunity to capable junior consulting engineer to become a senior. Staff knows of vacancy. Box 575D, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Combination man needed at once at Great Lakes area station. Take over engineering department and show of your own, on No. 1 station in the area. Only an experienced combo man need reply. Chance for advancement for the right man. Box 345D, BROADCASTING.

Texas kilowatter needs engineer with good announcing voice. Must be able to handle routine maintenance. Box 463D, BROADCASTING.

Engineer—first class for 5 kilowatt full time directional in Great Lakes area. Experience necessary and interview desirable. Send engineering resume in first letter to Box 503D, BROADCASTING.

Chief engineer or chief engineer-announcer, southeast New York state. Salary open. Box 537D, BROADCASTING.

Chief engineer, strong in maintenance, NYS. $125 weekly. Box 557D, BROADCASTING.

Consulting engineer wants experienced senior or staff engineer to become associate or partner, Washington area, staff knows of this ad. Box 574D, BROADCASTING.

Experienced engineer-announcer capable of taking on responsibilities of chief engineer. Box 617D, BROADCASTING.

Combo personnel are needed for new positions at KSJB the 5000 watt voice of the upper midwest. Strong on announcing, no maintenance, salary open. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Engineer-announcer with technical ability WAMD, Aberdeen, Maryland.

Chief engineer, who can maintain all equipment. No floater or drinker. We'll check references. WCSS, Amsterdam, N. Y.

Suburban Chicago—First phone 180 kw FM-5 kw AM — multiplex, etc. Immediate-Permanent. WEAW, Evanston, Ill. UN 4-7600.

Need man with first phone interested in announcing or sales. Good opportunity for right man. WGAI-Elizabeth City, North Carolina.

Help wanted. Chief engineer-announcer, Joe Phillips, WSSO, Starkville, Miss.

Immediate opening combination first-class engineer-announcer. Top working conditions. Excellent pay. Contact Dean Finney, North Country Stations, St. Johnsbury, Vermont.

Production-Programming, Others

Copywriter-announcer in charge of copy department and do regular air work. Experienced only. Box 487D, BROADCASTING.

Newsman-announcer experienced reporter to assist news editor and do regular air shift. Box 486D, BROADCASTING.

Immediate opening in production department on top-rated midwestern station for creative writer with good commercial voice. Send tape and resume immediately to Box 512D, BROADCASTING.

News director wanted to supervise 3 man news staff, do some air work. No. 1 station in mid-west market of 300,000. Profitable opportunity for experienced, enthusastic newsman. Send full details on background and salary requirements to Box 591D, BROADCASTING.

Newsman, experienced with creativity for 5 kw fulltimer. Want expert all-around man to gather, write, air news and head-up intensive local news operation. Excellent salary. Personal interview necessary. WCOJ, Coatesville, Pennsylvania.

Help Wanted—(Cont'd)

Production-Programming, Others

Immediate opening . . . Experienced newsman, strong on gathering, editing and presenting local news. Send audition tape, resume and salary requirements to Ernie Forrester, Operations Manager, WWOL, Buffalo, New York.

RADIO

Situations Wanted—Management

General manager/sales manager for small to medium market. Twelve years experience, ten management. Mature thorough knowledge all phases, heavy sales. Complete responsibility only. Top media, personal and business references. Available early spring. Box 474D, BROADCASTING.

Successful radio-television background, present commercial manager, licensed, married, sober. Box 572D, BROADCASTING.

Manager — working type — excellent background, programming, sales—local-regional-national. Progressive record, merchandising-promotion-community service. Full background on request. Fourteen years experience, all phases radio. East preferred. Box 587D, BROADCASTING.

Aggressive young executive available as general manager of small or medium market radio station. 11 years experience in sales, announcing, sports, programming and management. Currently manager of 5 kw. Honest. Reliable. Anywhere but far west. Box 605D, BROADCASTING.

Experienced pro: Fifteen year manager/sales manager profitable operation, four stations, first fifty markets. Now so employed, but determinded to uncover better deal. Don't hesitate about inquiring. I'll keep your confidence; you keep mine. Box 609D, BROADCASTING.

Pennsylvania broadcasting executive would like to make change. Manager or sales manager. Presently employed. Box 628D, BROADCASTING.

Sales

Salesman-announcer. Experienced, good record, reputation. Available February First. South preferred. Box 562D, BROADCASTING.

#1 Star Station KOIL, Omaha sales manager annual sales over $500,000. 38—new accounts my specialty. Greater financial opportunity—South or west. Phone 391-7593-8115 Templeton Dr., Omaha, Nebraska.

Announcers

Announcer-salesman. Four years experience. Married. Desire position with small growing station. References. Box 514D, BROADCASTING.

Rating need a lift? Present station lifted from 4 to #1. I can do it for you. Young, competent, experienced. Prefer New York area. Salary $135. Tape on request. Box 550D, BROADCASTING.

Major market personality seeks relocation. Young, professional, energetic, imaginative. $15,000. Box 551D, BROADCASTING.

Top rated afternoon disc jockey. No screamer—but can work all operations. Employed in top Pennsylvania operation. Married. Box 552D, BROADCASTING.

Top flight announcer with quality voice. Very light experience, but professional sound. Preferably east coast. Box 555D, BROADCASTING.

Disc jockey currently with leading format chain, one of top 15 markets, wants no more top 40. Looking for morning show comparable market. Prefer station believing in individual expression. Can deliver good swingin' music—no rock. Happy sound—without whistles, horns, etc. This could be the start of something big. Box 559D, BROADCASTING.

Announcer/program director. Versatile. News. Adult music. Sports. Quality production. Box 564D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Is there any station left in a major market that wants an experienced air personality who delivers charming chatter instead of hysteria? Is there anyone left programming mature entertaining radio in this era of downgrading a wonderful medium? It seems I'm the only dj left with proven ratings who entertains with a mature approach. Can you use the last one of us? Box 577D, BROADCASTING.

I project this image: "a friendly personality who's sold on his music and sponsors." Eight years radio, tv. College graduate, married. Pleasant voice, keen production, idea man with showmanship. Permanent move for right offer. No top 40. Minimum $200. Box 581D, BROADCASTING.

New England or New York: Young dj, light experience but quick and ready to learn; evening or all-night work. Top 40, new ideas, good news. Box 582D, BROADCASTING.

DJ, announcer, fast board-good sell. Available immediately. Box 585D, BROADCASTING.

Have first phone—will travel. Fifteen years radio some television. DJ-PD-manager-farm director-strong news, sales and sports. Limited engineering. Prefer country and western. Top references. Family man-no floater, prima donna or drunk. Want job, not position. with good station and chance to advance. Will ask for and earn top salary. References-tv clip-photo-tape and brochure on request. Box 586D, BROADCASTING.

First phone and eight years as deejay, announcer, pd, sales. Good music and top 40 experience. Good voice, good announcer, good tv appearance. Age 27, family. Reliable. Congenial. Box 588D, BROADCASTING.

Announcer, disc jockey, experienced, fast board, good ad lib. wants to settle, not a drifter. Box 590D, BROADCASTING.

Chief announcer at 5000 watt station desires to relocate. College. Experience. Desire station with comparatively low personnel turnover. Tape—resume on request. Box 597D, BROADCASTING.

Experienced, mature adult radio and tv announcer and disc jockey with first phone, seven years broadcast background in all phases. Forced to leave present position (with regret) due to station's financial situation. Married, vet, college, sober and completely reliable. Available after February 1st. No top forty stations please. Box 599D, BROADCASTING.

Employed at #1 station in Dayton, Ohio. Experienced, personality. Box 601D, BROADCASTING.

Announcer. Experienced. 27, married, college graduate; major in radio and tv. Announcer-copywriter-program director background. Alabama, Georgia, Mississippi preferred. Box 602D, BROADCASTING.

Play-by-play announcer. Basketball, football, and baseball. Married, ex GI. Part time salesman. Box 607D, BROADCASTING.

Experienced, intelligent announcer wants permanent location in southeastern locale. 3rd class ticket. Single. Reliable. Knows music. Box 610D, BROADCASTING.

Announcer-1st phone. College, 4 years commercial experience. Mature, convincing delivery. Have car, will travel. JE 1-6320 Kansas City, Mo. Box 611D, BROADCASTING.

Experienced announcer. Bright sounding DJ. 35. Family. Reliable, conscientious. Working part time NYC. Desire permanence. Greenleaf 6-5699, Yonkers. Box 612D, BROADCASTING.

Professional; standard and formula radio. Nine years, solid references. Veteran with college. Music and news experience. Best of background. $105 weekly minimum. Box 613D, BROADCASTING.

Experienced country music dj. Professional entertainer and guitarist. 10 years background radio and tv MC, live shows etc. Available immediately. Location unimportant. Box 614D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Swingin' dj, college grad; experienced; 24; single; prefer top-40; good management potential; want appearances. Box 615D, BROADCASTING.

Young dj-announcer, graduate of professional announcing school, some experience, run tight board, ad-lib, no screamer, single, ready to move. Box 616D, BROADCASTING.

Announcer, 1st phone, wants back into radio. $80 no maintenance, no car. Box 627D, BROADCASTING.

Qualified staffer, news, special events man . . . Radio-tv major, BS degree. Experience-Chief announcer, program director, music librarian, production director. Also beeper phone interview experience. Married, will move. Call Dexter 6-0882 or write 1830 Elizabeth Avenue, North Chicago, Illinois.

Situations Wanted—(Cont'd)

Announcers

Major market veteran radio disc jockey-television MC currently with large operation. Desires personality spot with big potential. Specifically am looking for WNEW-type music and news sound. Am aggressive, alert, mature, married with family. College. Mid 30's. 12 years experience. Also active musician (piano). Do tight production show with occasional comedy drop-ins, programming adult pop music objectively. Was MC on local tv entertainment show. Also authoritative newscaster but want dj spot primarily. Hard worker. Love the business. Tape, resume and picture available immediately. Personal interview desired. Box 629D, BROADCASTING.

DJ-newsman first phone, 2 years experience. Prefer modern operation. WH 6-7428 Dallas, Texas, 211 No. Waverly Dr.

Situations Wanted—(Cont'd)

Announcers

Announcer, 23, announcing school grad. 5 months experience. Eager, sincere. James Davis, 4 North Ave., Norwalk, Ohio, Phone 66-81584.

Competent announcer desires permanent affiliation with successful, discerning station —medium paced operation. No frantic formats. Send complete details position open. Will send you complete tape of my work. Prefer northern half of country. Greg Gregory, 312 Upson, El Paso, Texas or phone Keystone 2-0510.

Announcer, experienced, 18, Navy discharge. All types of music, including western. Also news and operate board. Single, will locate anywhere. Call or write Hugh Matthias, 722 Jennings, San Antonio, Texas. WAlnut 3-7604. Available now. Good references.

Announcer-salesman 29, college grad. Experienced. Mature with personality plus! Impeccable taste in music. No R&R or C&W. Harry McVeety, 434 Park Place, Brooklyn, New York. Sterling 9-0110.

Help! Want out of Dallas. Married. 1st phone. Broadcasting school grad plus college. Mature plus experience. $100 minimum. Bob Sewell, 5735 Velasco, Dallas 6.

Announcer-24, light experience. Desires small southern station. Don Wilson, 104 W. Piedmont, Keyser, W. Va.

Technical

Available immediately, engineer-announcer-salesman, in Texas, not less than $100 plus commission. 16 years experience. Box 481D, BROADCASTING.

Mature, experienced chief engineer, top market, wishes to locate west coast AM, FM similar capacity. Thorough knowledge studio, transmitter, directional remote control, tv studio, vtr. Would consider position assistant chief combined operation. Box 492D, BROADCASTING.

Radio engineer, 35 years broadcasting. Degree. Prefer west coast or Hawaii. Box 566D, BROADCASTING.

Chief engineer-announcer. Now employed. Box 568D, BROADCASTING.

Engineer, first phone. Ten years experience radio, television. Need work now. Box 580D, BROADCASTING.

First phone engineer 12 years AM-FM-TV experience desires responsible position. References available. Box 589D, BROADCASTING.

First phone, employed prefers 12 mid to 8 a.m. trans shift capable maint. Box 618D, BROADCASTING.

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California.

Production—Programming, Others

Can promote your station to No. one. Major market disk-jockey desires P.D. experience in a medium market. For the station which will be satisfied with nothing but the very best. Available March 6th. Box 424D, BROADCASTING.

PD desires N.Y.C. area. Storz type programming. Experienced, family, references. Box 466D, BROADCASTING.

Operations, or station manager: Programming expert. Operations manager west coast market. Consistent first Hooper, Pulse as proof. Program consultant. Sales background, sales and station manager. Prime references. Produce best ratings. Organize sales, if required. 32, family. Desire re-location soon. Good, fair income required. Box 569D, BROADCASTING.

Shirt-sleeved newsman. 31, vet., presently employed, 4 years experience gathering, writing and reporting in competitive local news market, seeks position with aggressive, expanding organization. Write Box 571D, BROADCASTING.

Newsman-DJ, extensive radio-newspaper experience, family man, east coast. Box 578D, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

Situations Wanted—(Cont'd)

Production—Programming, Others

I'll talk $10,000 minimum for reliability, loyalty, permanence, excellent references, 15 years experience all phases radio; also tv sales. Present property sold. Box 604D, BROADCASTING.

Newsman, now with Chicago weekly. Seven years news experience, three in radio. Seeks challenging spot with progressive radio, television station. Box 620D, BROADCASTING.

Guarantee: Will not cost a cent. Will outproduce salary with results. Program director with 10 years in news, sports, promotion, budget. Box 632D, BROADCASTING.

Young newspaper man—working, married—seeks immediate return to radio-tv news. Ability-background to develop local level. Ex-pgm.-news director; voice, board experience. Relocate anywhere. C. Hooker, 713 S. 18th St., Omaha, Nebraska.

Copywriter seeks small station. Type, run board, announce, etc. Indefatigable. Alice Wireman, Gapville, Kentucky.

TELEVISION

Help Wanted—Management

Experienced tv manager to manage two stations same general area. Heavy responsibility, corresponding salary. Replies confidential. Box 593D, BROADCASTING.

Sales

VHF CBS affiliate wants aggressive young salesman with desire to get ahead with growing company. Excellent starting pay. Send resume and photograph to WABG-TV, Greenwood, Mississippi.

Technical

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Washington consulting engineer offers excellent opportunity to capable junior consulting engineer to become a senior. Staff knows of vacancy. Box 575D, BROADCASTING.

Chief engineer for KMMT-TV-AM, Austin, Minnesota. Interested in man with proven ability in supervision who is now ready to assume responsibility of management. Write E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa. No phone calls.

Maintenance man for southern vhf station. Chance to advance. Experience on RCA equipment required. Send full resume to Robert E. Leach, WSPA-TV, Spartanburg, S. C.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee 3, Wisconsin.

Production—Programming, Others

Immediate opening for tv only. Traffic director, experience required. Contact Program Director, WNEM-TV, Pleasant 5-8191, Saginaw, Michigan.

Expanding radio-television news department now accepting applications from newsmen. Want experienced beat reporters use to heavy budgets of local news, familiar with mobile radio units and newsreel cameras. Need men who can dig, write, edit and broadcast. Contact Vern Jones, News Director, WAVY AM-TV, Norfolk, Virginia.

College instructor, emphasis on television production courses. Masters degree and live production for C.A. TV. Rush resume to Professor R. Colle, Television and Radio Department, Ithaca College, Ithaca, N. Y.

Leading midwest vhf anticipates forthcoming need for experienced tv director and for thoroughly grounded tv announcer. Please submit complete resume, picture, tape and salary requirements. Send to Station Manager, WNEW-TV, 5700 Becker Rd., Saginaw, Michigan.

TELEVISION

Situations Wanted—Management

Young, successful general manager for southwest tv station or tv-radio combination. Good references from all previous employers. Tell me where to send full story. Box 465D, BROADCASTING.

Commercial manager, radio, administrative, programming, and engineering experience, degree, veteran. Box 573D, BROADCASTING.

Announcers

Top baseball announcer, metropolitan market, now employed one of nations top tv stations. Require personal interview. Prefer major league or top minor league baseball, plus major college football and basketball. Also do industry's most unique tv sports show. Tapes, film, references and brochure on request. Box 579D, BROADCASTING.

Mature announcer, 9 years experience, now in medium market, wishes to re-locate. A proven record of soft or hardsell on camera commercials. Ad lib ability and considerable news experience. Box 606D, BROADCASTING.

Technical

Presently employed as electronics field engineer. Previous ten years of experience includes broadcast, missile guidance, television cable system, and micro-wave television and multiplex system. First phone. Box 625D, BROADCASTING.

Production-Programming, Others

ETV producer-director desires to relocate. Over 5½ years present employer. Have produced and directed all types of in-school and community television programs. Would prefer California area, but open to all inquiries. Box 563D, BROADCASTING.

TV sports director and sportscaster looking for advancement. Do radio show too. Now working in market of million and a half. Married with three children. Excellent references. Have VTR ready to send. Be specific state salary. Box 565D, BROADCASTING.

Recent top college graduate desires demanding position with radio and or television outlet. Not expensive now. Box 595D, BROADCASTING.

Writer-producer-director, production assistant—eight years local and net experience in live, film and videotape in San Francisco. Seeking New York or Hollywood opportunity with production group, network or station. Award-winning talents, creative, hard worker. Write now for resume, photo, particulars on this versatile talent. Box 596D, BROADCASTING.

TV news photographer. Experience on the spot cameraman and editor of motion picture news for television, with commercial production and laboratory experience. Resume and film footage on request. Box 626D, BROADCASTING.

FOR SALE

Equipment

Does your station use Class C lines? Have 75 equalizer amplifier units for sale at $75.00 each. Provides low and high frequency boost and overall gain adjustment in transistorised unit, rack mounted. Description and schematic accompany each. Shipped C.O.D. your directions. Address inquiries Box 427D, BROADCASTING.

One eight bay FM antenna for sale immediately. Box 509D, BROADCASTING.

Western Electric 25-B console. Complete with power supply, Junction boxes, desk, tubes. Completely reconditioned and refinished. Performance measured and exceeds original specs. $500. Box 598D, BROADCASTING.

1500 C&W records. First check for $150.00 gets 'em. Radio Station KBRZ, Freeport, Texas.

FOR SALE

Equipment—(Cont'd)

RCA BTF 3-B 3kw FM transmitter complete with tubes, set of spare tubes, 3 crystals and some spare parts. Transmitter is in good operating condition. Price: $3500.00 cash, F.O.B. Des Moines, Iowa. Write or wire Frank McGivern, KSO Radio, Des Moines.

Two Magnecord tape decks models PT6-A and PT6-AH and inter-connected custom built amplifier. Good condition. Complete with cabinet and ready to go. Make offer. Norm Gour, WBUT, Butler, Pa.

G. E. console type BC-1-A used. In operating condition. Make offer. Contact Chief Engineer, WCUE, Akron 13, Ohio.

FM-frequency and modulation monitor Doolittle type FD-11. Contact Radio Station WDOK-Cleveland, Ohio. .

Like new Gates nite watch equipment—Original cost $2800.00, our price $2000.00; PT6-J Magnecord tape recorder $300.00; Like new PT6 Magnecord $550.00; Presto model K-10 disc recorder with playback arm, speaker, carrying case, excellent condition $300.00. Will sell on first-come basis. Call Ernest Reynolds, WLBA, Gainesville, Ga.

RCA TF-6AH 6 bay channel 13 antenna, 280' 6⅛" UHF transmission line, 3 90° 6⅛" elbows, GE PF-3-C projector, GE TC-22-A master control panel, GE TC-36-A television pre-set panel and relay chassis, GE TV-30-A television pre-set panel and relay chassis, GE TV-30A synclock and control panel, 2 GPL PA-100A 16mm projectors, 2 Presto 64A turntables with GE pickups and equalizers, RCA TP-10A portable projector, 2 40" x 30" projection television receivers. WQED, 4337 Fifth Avenue, Pittsburgh, Penna.

Two Magnecorders type PT-6-AH tape transport. One completely reconditioned with new record and playback heads. Complete set of new drives, the other in good operating condition. Best offer over $200 takes both. Call collect: Gene Baldridge, Chief Engineer, WSIP, Paintsville, Kentucky.

1 General Electric BC1A dual channel console. A real nice piece of equipment. Only $400.00. Contact Radio Station WTRN, Tyrone, Penna. Mutual 43200. This creampuff just removed from service.

Test equipment. Excellent condition—used once. Simpson sweep marker generator #479, Precise laboratory oscilloscope ES-500A & VTVM #909. $360. Box 12, Flint, Michigan.

Concertone 62FK tape recorder, used 35 hrs. —matching 260 amp/speaker unit, used 5 hrs. First $225 takes both. William Blum, 552 Hardin, Jacksonville, Illinois.

Three complete RCA TP35B Iconoscope projectors. Seven complete RCA TK20 Iconoscope camera chains. Will sell all or part. Best offer. CBS Television Network, Purchasing Department. Television City, Hollywood, California.

Anything in broadcasting sold or bought. Electro-Find, 440 Columbus Ave., N.Y.C.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Parabolic antennas—6 foot, spun aluminum-Andrews No. 2006, complete with pipe mounting, De-icer and radiator, new-unused at discount prices. Write for descriptive literature. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

FOR SALE

Equipment—(Cont'd)

Field intensity meter RCA type 308-B. Complete with loop and vibrator supply. Best offer. Reply to Technical Director, Storz Broadcasting Company, Omaha, Nebraska.

Complete remote television unit consisting of: Three DuMont I.O. field chains #258, #260, #231 with all accessory equipment. RCA microwave system, TTR-1B transmitter and TRB-1B receiver with all accessory equipment and cables for immediate operation. 2 DuMont field sync generators. 2 DuMont LV supplies and dist. amps. 2 DuMont mixer-monitors. 1 Ford remote bus. 40 used I.O. tubes. All equipment rebuilt December 1960. Make offer on all or part. Call or write C. H. Beal, University of Miami, Radio-TV Film Department, Coral Gables, Florida. (Miami, HI 6-0801, Extn. 2).

36-AM-FM towers. Uniform cross section guyed type. Heights 100′ to 360′. Phone RE 2-9350, U.S. Tower, 249 Bartow Lane, Petersburg, Va.

WANTED TO BUY

Equipment

Wanted: one recording amplifier from GPL kine recorder; and an Altec limiter. Box 485D, BROADCASTING.

Opaque projection equipment to be used with RCA multiplexer. Write: Dave Ginaven, WTAP-TV, Parkersburg, West Virginia.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1, April 26, June 21. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license preparation. High record of results from our proven method. Announcer Training Studio, 25 W. 43, N. Y., OX 5-9245.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

Attention—Program Directors. Immediate sales for your station through our program. Low cost—high profit. Box 558D, BROADCASTING.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

RADIO

Help Wanted—Management

COMMERCIAL MANAGER

Wanted commercial manager for leading top independent station east coast. Must be experienced as a station manager or commercial manager. Top job salary plus bonus. Write complete details in confidence. Interviews New York City.

Box 461D, BROADCASTING

PROGRAM DIRECTOR
WANTED

For top station in one of the top ten markets. Must have independent station programming experience and a desire to grow with fast moving radio group.

Box 619D, BROADCASTING

Announcers

MORNING MAN

We are looking for a personality to go with a modern adult format. We prefer the humorous ad lib approach. Midwest metro market. $7500. per year to start. Send tape, resume.

Box 623D, BROADCASTING

METROPOLITAN INDEPENDENT

Full-time independent modern alive operation, enlarging, looking for top announcers and D-J's, tight on production, strong on commercials. Money to be made in this fast growing market of over a million. Send tape, resume, photo and salary requirements to:

Box 560D, BROADCASTING

RADIO

Situations Wanted—Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

Situations Wanted—(Cont'd)

Production—Programming, Others

NEWS DIRECTOR

Multi-award-winner. More than 20 years' journalism experience, including newspaper, 50kw and network. Currently heard in one of nation's largest markets. Seeks affiliation with public-service-conscious midwest station.

Box 621D, BROADCASTING

TELEVISION

Help Wanted—Technical

SALES ENGINEER
MID-WEST

Major mid-west broadcasting equipment manufacturer has openings for sales engineer to travel and call on radio stations in the mid-west area. Technical background essential. Candidate should have previous successful sales experience or sales aptitude with a deep desire to make selling his career.

Attractive salary, expenses, and incentive bonus systems provide high earning potential. This is a permanent position with an excellent future with a growing company. Send complete resume with photo, if available to:

Box 499D, BROADCASTING

TV FIELD ENGINEERS

Leading manufacturer of closed circuit television systems needs qualified field engineers to provide installation and maintenance on professional and industrial TV systems throughout the country.

Applications should be thoroughly experienced in over-all TV station installation and maintenance. Two years accredited technical school training and three years experience required.

EXCELLENT OPPORTUNITY FOR TECHNICAL AND PROFESSIONAL ADVANCEMENT.

Send resume to:
J. W. Lewis
Dage Television Division
THOMPSON RAMO WOOLDRIDGE INC.
Michigan City, Indiana

TELEVISION

Situations Wanted

Production-Programming, Others

Experienced in All Phases
of
Radio and TV
DIRECTOR & PRODUCER
College Graduate FCC 1st Class License
NEW YORK EXPERIENCE
Box 570D, BROADCASTING

NEWS DIRECTOR

Veteran of 20 years experience in Radio and TV—with commercial T.V Network background—interested in building outstanding News Department in medium sized market. This nationally known personality will lend capable direction and prestige to your news operation. Present employer will recommend highly.

Box 584D, BROADCASTING

FOR SALE

BROADCASTING SCHOOL

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

Equipment

Automatic Dehydrators
Brand New, with spare parts kit
Dielectric Products
Model 22 . . . $150
Andrew Model 1910 . . . $135
P & O Sales, 1236 — 40th Avenue
Sacramento 20, California

MULTIPLEX with MOSELEY

Lease a high performance MX CHANNEL to the background music operator the easy way with the MOSELEY SCG-2 Subcarrier Generator. Fits transmitters having mx inputs. Low cost featuring AUTOMATIC MUTING. Write for Bulletin #203.

MOSELEY ASSOCIATES
P.O. Box 3192 Santa Barbara, Calif.

Wanted to Buy

Stations

WANTED: Lease with option to buy 250 to 1000 watt radio station by responsible experienced manager and former station owner with high record of accomplishment.

Box 583D, BROADCASTING

Employment Service

are you JOB HUNTING? let ARTE help! ARTE lists positions currently available from all 50 states. Radio & TV announcers, engineers, sales, copy, management, etc. Single issue $2.50; 1-year subscription $6. American RADIO & TELEVISION Exchange Post Office Box 1500 Orlando, Florida

JOBS

ALL BROADCAST PERSONNEL PLACED
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MIDWEST SATURATION
Write for application now
WALKER EMPLOYMENT SERVICE
BROADCAST DIVISION
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

BROADCAST PRINTING
New Approved
STANDARD BILLING FORMS
FOR RADIO/TV SPOT
as recommended by SPONSORS, Agency Financial Groups
1,000—$6.95, 2,000—$11.00, 5,000—$24.00.
Check with order. Delivery within 3 days.
Send copy for your imprint.
FREEBERN PRESS, INC.
Hudson Falls, N.Y.

ATTENTION DJ'S—PD'S

Now you can have the same material that makes the Storz, McLendon, and Plough jocks sound "clever" and "sharp." Money back if not happy. All material written by professional format men for professional format men.

Package #1 (100 one-line fillers) = $1.00
Package #2 (50 swinging breaks) = $1.00
Package #3 (50 holiday breaks) = $1.00
All three packages = $2.50
Masterminds, Inc.
10281 Albany
Detroit 37, Michigan

STATIONS — FOR SALE

Tenn	Single	Daytimer	$100M	terms
SC	Single	1kw-D	65M	terms
Calif	Single	Daytimer	75M	29%
Pa	Small	Daytimer	100M	15dn
Fla	Small	Daytimer	47M	8dn
Calif	Medium	250w	82M	terms
Ala	Medium	250w	65M	22dn
Fla	Metro	Fulltime	230M	29%
Central	Metro	Fulltime	1,515M	terms
Fla	Metro	Regional	190M	cash
NW	Metro	Regional	170M	terms
Central	Large	Daytimer	225M	75dn

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

North Florida half million market. Kilowatt-daytimer 95M. Responsible replies only — No brokers.

Box 556D, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D.C.

GUNZENDORFER

CALIFORNIA. 1000 watts fulltimer medium market. Price *$250,000*. Absentee ownership.
PACIFIC NORTHWEST. Two station market. 250 watter asking *$95,000*. Terms.
ARIZONA. 250 watt fulltimer $8000 down. Total price *$45,000*.
F.M. STATION. California $65,000. Texas $75,000. Arizona $45,000.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

Texas single fulltime money-maker $160,000—Florida 5 kw Metro $290,000 highly profitable—Texas major regional $200,000—Mid-West Major fulltime regional $1,575,000—Florida 5 kw semi-major fulltime $230,000—Texas single fulltime—$53,000—Florida Major day $120,000—Miss. single $45,000—Texas single regional $60,000—Florida metro 5 kw $225,000—Southern Major regional fulltime $350,000—Ark. single fulltime, big profits. $65,000 for 80%—West Coast fulltime regional $367,500—Texas semi-major fulltime regional $147,500—Southwest fulltime regional $200,000. Others.

PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080—Paul Yates Jr. Box 1396, FA. 2-5488, Sanford, Florida—Mrs. Gerry Switzer 1620 W. 3rd., EL. 2-2163, Taylor, Tex.—Jack Koste 60 E. 42nd., MU. 2-4813. NY 17, NY—Dick Watts 1300 Taylor, DR. 4-2236, Amarillo, Tex.

STATIONS FOR SALE

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This is not a "do-it-yourself" kit!

THINK back to the last time when you felt somewhat less chipper than usual. Chances are someone, wholly unqualified, but with the best of intentions, told you what to do or what to take for your "run-down condition" or "nervous state" or recurring aches and pains.

Such advice makes it appear that the practice of medicine can be a sort of "do-it-yourself" activity. Actually, self-diagnosis and self-treatment can be extremely risky.

Medicines, except for the usual household remedies, are safe only when prescribed by your family physician who knows their properties.

For instance, even a "mild" cathartic, if taken for what seems to be a stomach-ache—but which is actually an unsuspected attack of appendicitis —may cause serious complications.

One of the most wasteful and possibly dangerous forms of self-medication is the use of over-the-counter reducing remedies—"medicated" pills, capsules, wafers and chewing gum.

Although such products are often "guaranteed" to reduce weight quickly and easily, don't be taken in by the glowing promises. Leave it to your physician to decide if you need any medication.

And never take left-over medicines prescribed for a previous illness. Even if your present symptoms seem the same, you may have an entirely different ailment requiring an entirely different medicine.

When it comes to drugs or diagnosis or treatment, do the safe and sensible thing—rely on no one but your physician.

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OUR RESPECTS to Joseph Carr Drilling, exec. vp-gen. mgr., KJEO (TV) Fresno

It was love at first sight in Fresno

Election of Joe Drilling as 1961 president of the California Broadcasters Assn. after four years on the CBA board "was the best thing that could have happened to CBA," a fellow officer enthusiastically declared. "Joe's a tremendously capable man with a lot of drive and imagination and his ideas as to what CBA should be and do this year are the greatest."

Similar affectionately admiring sentiments were heaped on Joe by those who have served with him on the board of governors of the ABC-TV Affiliates Assn. or the NAB television board. "He's a good broadcaster and a great guy," one of them summed it up. Asked why Joe is so popular with his fellow broadcasters, he thought a minute before answering, "I guess it's because he's a reliable worker on any industry project and then great fun to relax with after hours."

Fresno's His Town ▪ Yet, despite his coast-to-coast popularity, Joe Drilling has spent his entire broadcasting career in California's San Joaquin Valley, never more than 100 miles from Fresno, where he got his start as an announcer at KARM and where he is now executive vice president and general manager of KJEO(TV). Here he lives with his family and here, if a fine new home he has just built is any indication, he intends to stay.

Another good indication of Joe's feeling for Fresno is his consistent rejection of offers of top management posts in larger markets. But perhaps the best sign of affection for his home town is his active participation (and with Joe "active" is no idle word) in the city's civic, social and religious life. He has been a member of both Kiwanis and Rotary, a board member of the Catholic Welfare Bureau, and a member of the University-Sequoia Sunnyside Club, the Fig Garden Golf & Country Club and the San Joaquin Country Club.

A psychologist might attribute Joe's romance with Fresno to the fact that it is not his native city, but a place he first came to during his college days, when he was just the right age to fall in love. Joe is not even a native son of California, but moved from Iowa, which to many residents of the Golden State makes him the best kind of Californian there is.

Broadcasting's His Business ▪ Joseph Carr Drilling was born June 8, 1922, in Bancroft, Iowa. He spent his boyhood there until 1936, when his pharmacist father moved his family (Joe, his three brothers and one sister) to Tulare, Calif. After Tulare High School (class of '39), Joe went to Fresno State College, where he played baseball (a family attribute; his two younger brothers are both professional ball players) and was elected president of the sophomore class. It was there that Joe got his start in broadcasting.

"I'd been doing a college radio show," he recalled, "and was heard by Jaime del Valle, who hired me as an announcer at KARM. He's the one who is chiefly responsible for making me want a career in broadcasting."

That was in June 1941. That fall, Joe transferred to Millsaps College at Jackson, Miss., where he received his BA degree in English, but before the school year had ended World War II had begun. In February 1942 Joe entered the Navy as an apprentice seaman. He served in the North Atlantic and European Theatre of Operations as a fire controlman second class. In June 1944 he was commissioned at Plattsburg and assigned to the South Pacific, where he served on patrol boats and as commanding officer of an air-sea rescue unit, participating in two major invasions.

Year of Decision ▪ Joe's year of decision was 1946. In May, just a month before his 24th birthday, Lt. Drilling received his discharge from the Navy and went back to Tulare and into the lumber business. That was a mistake and was soon recognized as such. Before summer Joe was back in radio as an announcer at KCOK Tulare. Now he was back where he belonged. By August he had been promoted to program director of KCOK and in November he left that station to move to Visalia, Calif., as general manager of KKIN. During that summer, Joe met Barbara Joyce Ames of Tulare. The following January she became Mrs. Joe Drilling and subsequently the mother of the four Drilling children: Denise, 12; Richard, 10; Donald, 8, and Debra, 6.

Joe Drilling
Chose radio over lumber

In July 1948 KKIN was sold and Joe left Visalia to go back to his college town of Fresno to do special events and sports broadcasts for KMJ. "I served as news editor and sports editor and, best of all, I got a chance to go to Helsinki, Finland, the summer of 1952 to cover the Olympic games for the McClatchy Beeline Network." (KMJ is a McClatchy station.)

Into Television ▪ When KMJ-TV began broadcasting in June 1953, Joe was transferred to the tv station as production manager. But he had met J. E. O'Neill, who was interested in getting into television if Joe would go in with him, and in October 1953 "the old farmer and the kid," as their competitors called them, put KJEO (TV) on the air. At the start Joe was general manager; today he is general manager and executive vice president and a minority stockholder of KJEO.

Both KMJ-TV and KJEO are uhf stations, KMJ-TV operating on ch. 24 and KJEO on ch. 47. In 1956 a third tv station came to Fresno, KFRE-TV, a vhf station on ch. 12. A year ago, KFRE-TV and its am and fm affiliates were sold to Triangle Publications, which did not oppose the FCC move to make Fresno an all uhf market. Paul R. Bartlett, president and majority stockholder of the KFRE stations before the sale to Triangle, did oppose it, however, as did various Fresno city and county school district officials. So Joe Drilling added the role of lobbyist to his other activities, speaking before any interested group to explain that the effect of the change would be beneficial, not harmful, to Fresno and its tv viewing citizens.

A Helping Hand ▪ Joe's hobbies are sports, both as participant and spectator. Golf has taken the place of baseball as his major sporting activity; he has an eight handicap and tries to play at least once a week.

"I like helping young men and women get started in broadcasting, the way Jaime del Valle helped me," Mr. Drilling said. "Without his guidance, today I might be in the lumber business."

He dislikes people with short tempers or a lack of understanding. And he dislikes puns on his name, although he feels fortunate that as a broadcasting executive he doesn't come in for the barrage of them received by his older brother, Tom, who is a dentist.

Slide-rule selling

THE suggestion that broadcast advertising rates ought to vary with the size of the delivered audience is almost as old as broadcasting itself. In slightly new guise the suggestion is being discussed again with some seriousness.

The revival of discussion was started by Fairfax Cone, who suggested that lower rates would attract more advertisers to information shows at night and thus stimulate that kind of programming. As described elsewhere in this issue, Mr. Cone suggested that the lowering of price could be achieved by either of two means: setting rates according to circulation or establishing package deals which, over a contract period, would include some information shows and some mass audience programs.

Mr. Cone's objectives are commendable. No one would argue against an increase in high-quality serious programs in prime hours. But we have misgivings about the means he suggests to reach the objectives. We are especially disturbed by the first of his two proposals.

It would make no more sense for television to base its rates precisely on the size of the audience delivered to individual programs than for newspapers and magazines to vary their rates with the number of readers known to have read each ad or for outdoor advertising companies to set a new price per billboard each day or hour or minute measured by the number of pedestrians or vehicle passengers who not only passed the board but read its message.

If media were priced that way, there would not be enough accountants in the country to make out and double-check the media's statements of charges. And the pricing would be much less realistic than it is today. Nose-counting is only one, and perhaps among the least important, of all the measurements of advertising effectiveness.

The kinds of people who constitute an audience can be as important to an advertiser as the number of people in it. This principle is widely recognized, and it explains why the *New Yorker* magazine sells more advertising pages at higher rates per unit of circulation than most other magazines with circulations many times the size of the *New Yorker's*.

We find it difficult to understand why the same advertiser who has bought magazine campaigns in the *New Yorker*, *Life* and the *Saturday Evening Post* is troubled by the thought that there may be differences in the size of audiences that tune to *Harvest of Shame* and to *The Untouchables*.

Minow has a whale of a job

THE Kennedy youth movement was never more apparent than in his surprising selection of the new chairman of the FCC. Newton N. Minow, who will be 35 tomorrow (Jan. 17) is described by one who knows him as a brilliant lawyer, an independent thinker and a fighter who doesn't possess "a single bad instinct."

He will need all these qualities in taking on what is widely regarded as one of the roughest assignments in Washington's sprawling bureaucracy. Justified or not, the FCC is associated with everything wrong in federal regulation. It has been pilloried by the press and by Congress. The Landis Report, as the Kennedy administration's opening salvo, did nothing to help the prestige of the maligned FCC.

The Landis Report accused the FCC of numerous shortcomings. Dean Landis, whatever Congress may do, will sit in judgment over the FCC and the other agencies as assistant to the President. He will be at the very least, the "overseer" of regulatory agencies and, in the extreme, their "czar."

Mr. Minow does not expect to assume his new post until March to enable him to wind up his Chicago law practice. He probably will be confronted with something more than a cursory examination by the Senate Commerce Committee, which must consider his confirmation. That is so because of the already apparent dispute over who shall control the regulatory agencies.

On that score, we think neither Congress nor the White House should attempt to exercise the kind of control implicit in either the Landis Report or in the House Legislative Oversight Committee Report (BROADCASTING, Jan. 9) proposing a permanent oversight unit to ride herd continuously over these agencies. Both projects invite conflicts and encourage the very kind of political mischief that both reports deplore.

It is the task of Congress to write the laws. If Congress isn't satisfied with the existing statutes, it has the power to rewrite them and, if it chooses, reorganize the commissions through ripper legislation.

It is the function of the President to select the policy level members of these commissions. In nominating Mr. Minow as the new chairman, Mr. Kennedy has selected a man, who despite his youth and lack of experience in communications, appears to have the qualifications of zeal, vigor and unusual intelligence.

Mr. Minow's partnership in the law firm headed by Adlai Stevenson, who becomes ambassador to the United Nations, is causing consternation among conservatives. His firm's representation of former Sen. William Benton's Encyclopaedia Britannica Films evokes concern in these same quarters. The concepts of these distinguished gentlemen in regard to broadcast service depart radically from the philosophies of practical broadcasters.

Does Mr. Minow harbor their views? We are persuaded by those intimate with Mr. Minow that he has no extreme views and isn't easily swayed. This is an appropriate area of inquiry by the Senate Commerce Committee.

Come in, Jim, the water's hot

NOW that the news is official we welcome Jim Hagerty to broadcasting. With him at the head of the ABC news operation the output of information on television and radio will be enriched.

As everyone in journalism knows, Mr. Hagerty has already performed a measurable service to broadcasting. It was he who opened Presidential news conferences to tape and film. That pioneering is made no less significant by the decision of the successor of Mr. Hagerty's boss to conduct his news conferences on live mikes and cameras.

Drawn for BROADCASTING by Sid Hix

"Come back later. You just can't brush after every meal!"

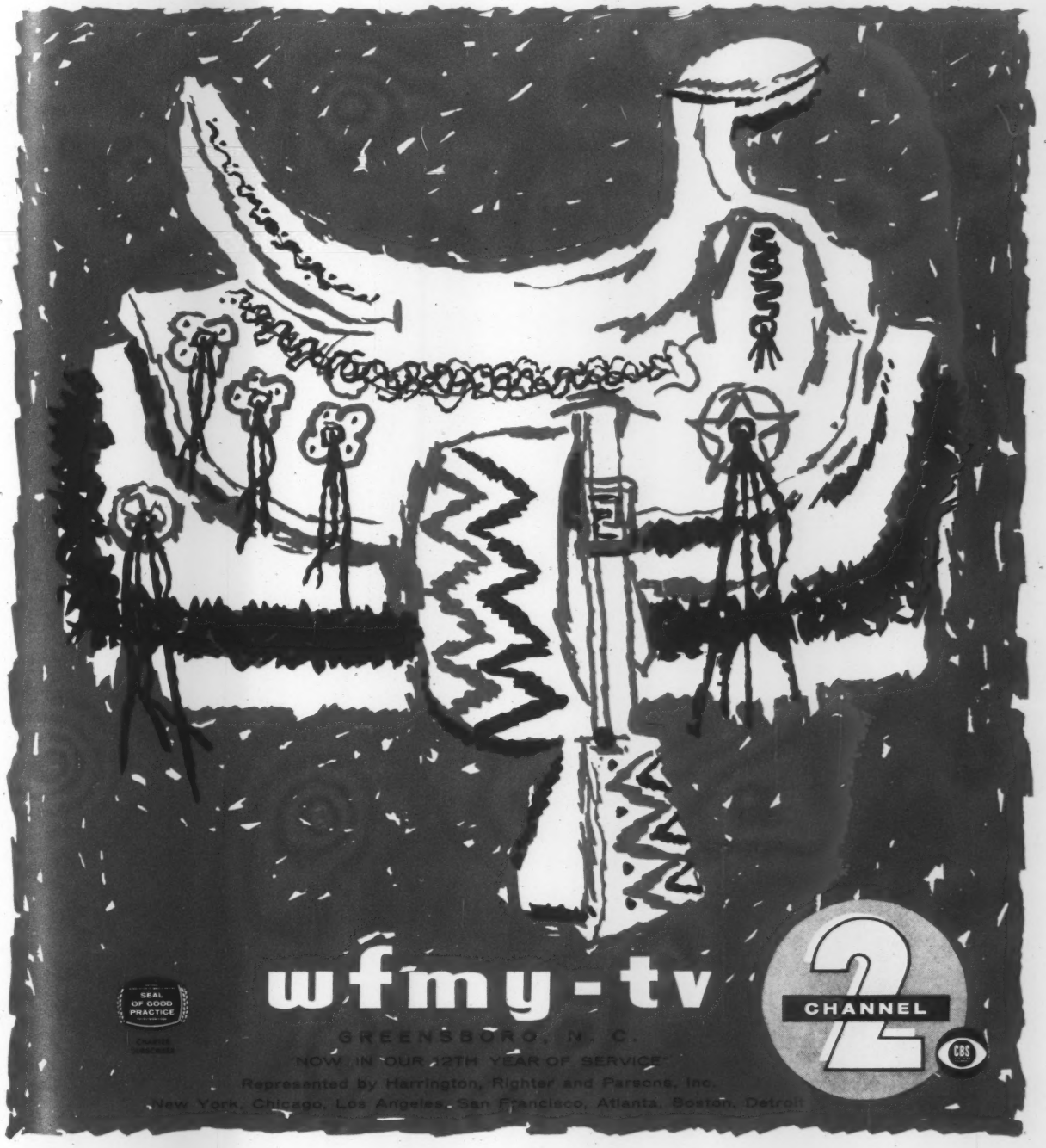
CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

Creativity . . . someone's artistic ability produced this handsome leather saddle.

Creativity . . . WFMY-TV's proven ability to create greater sales and profits for you, in the *Industrial Piedmont.*

Sell the nation's 44th market* (44 counties, 17 cities) . . . where 2.3 million customers have 3.2 billion dollars to spend . . . for complete details call your H-R-P rep today!

*Source: Television Magazine, 1960 Data Book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